OVEMBER 2, 1953

BUSINESS & FINANCE
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BROADCASTING
TELECASTING

TECHNOLOGY DEPT

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on Page 79

23RD year

PUBLIC LIBRARY
NOV 2
DETROIT

Where listening is at an ALL-TIME HIGH

Number of 1st Place Quarter Hours Mon.-Fri.
Hooper June-Sept., 1953

Kowh
OMAHA

The newest Hooper (June-September, 1953) shows KOWH still in first place in all time periods—weekday mornings, weekday afternoons, all day Saturday. During many quarter hours KOWH has more audience than all the other stations combined!

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

Represented Nationally by The Bolling Co.

KOWH Omaha, Todd Storz, General Manager

WLS

personalities build

LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

GRACE CASSIDY

Twenty-nine years ago a radio station to be known as WLS was to go on the air for the first time. In and out of a tiny room, which served as the first WLS studio, seeing to the million and one details that are necessary to putting a new station on the air, was Grace Cassidy . . . and she has remained with WLS to become Traffic and Personnel Manager.

To members of the WLS staff her position means over a quarter century of efficient handling of schedules, transcriptions, personnel and tasks so important to the smooth running of the station. To WLS listeners her position means the efficiency of broadcasting without error.

There's a bond of friendship between WLS personalities and the radio listeners of Midwest America, a friendship that has grown closer through the years. Through their long association with WLS our people have learned to know what listeners like, what they want and need.

Our staff understands what listeners like . . . knows how to influence them to act . . . that's why WLS Gets Results!

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

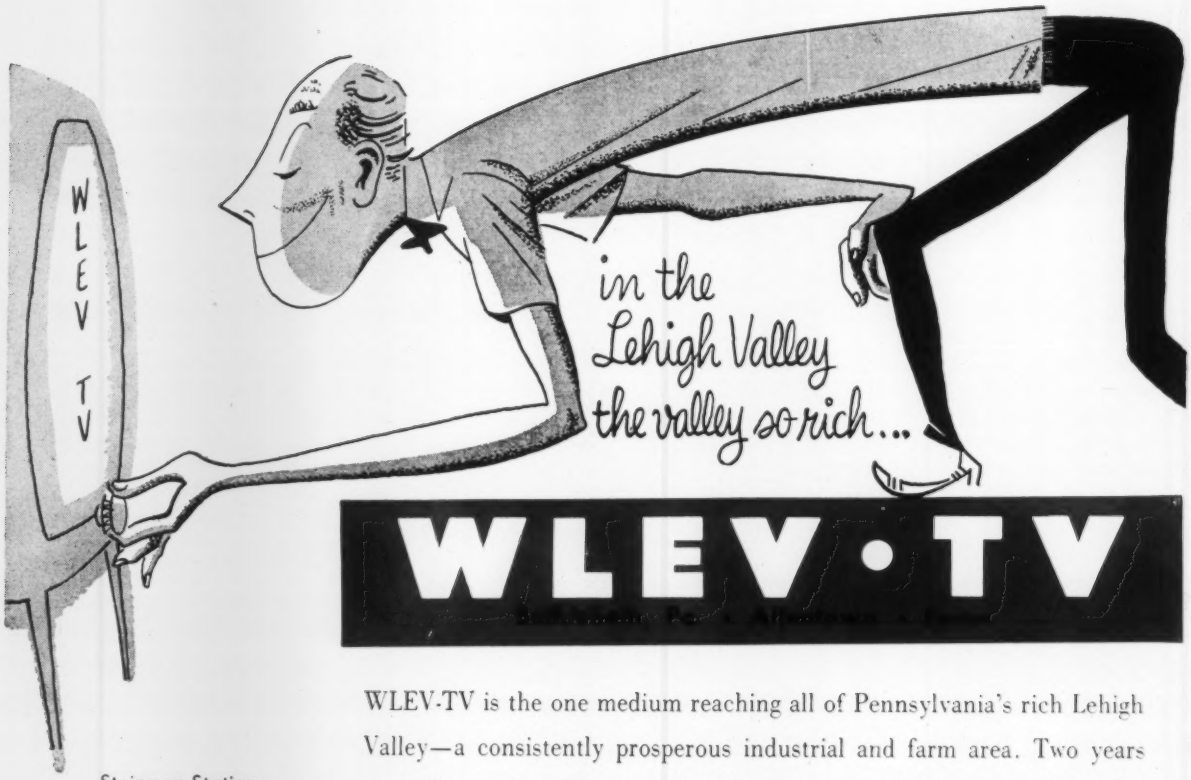
CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March

XUM



WLEV·TV

Steinman Station

WLEV-TV is the one medium reaching all of Pennsylvania's rich Lehigh Valley—a consistently prosperous industrial and farm area. Two years of experimental television testing have established the WLEV-TV signal—assured the coverage to reach the homes, serve the people, sell advertisers' products profitably, economically. Take advantage of the steady profit potential offered you by this large, rich market—$1,097,387,000 spent annually in retail sales. *Buy WLEV-TV.*

NBC

TV AFFILIATE

Represented by

MEEKER TV, Incorporated

New York Chicago Los Angeles San Francisco

closed circuit®

WHAT MAY become top-drawer controversy is well-developed project of Air Force to establish low-power tv station at Limestone Air Force Base, Me. Brig. Gen. Joe W. Kelly, director, legislative liaison of Air Force, has already talked with FCC about getting ch. 8, with operation hoped for by Jan. 1. RCA equipment and kinescopes only would be used and station would quit "if a new commercial station is established in this area." Station would "test the feasibility of using television as a recreational, educational and morale factor for personnel stationed in isolated areas." FCC authorization would provoke opposition since it would open way for other allocations within U. S. to military installations which also would serve civilian populations within eye-shot and utilize frequencies ear-marked for public rather than military purposes.

★ ★ ★

WHETHER IT'S apathy about business or impending approval of color, large tv manufacturers reportedly are cutting back on personnel and production lines. Situation has caused concern among labor union people at both large and small plants.

★ ★ ★

CIO is negotiating with both NBC-TV and CBS-TV for weekly half-hour television show to start after first of year. Wyatt & Schuebel New York, counsel for Kaufman Agency, Washington, D. C., is handling negotiations. CIO already sponsors quarter-hour strip on ABC Radio.

★ ★ ★

DOMINANT SENTIMENT on FCC is that question of qualification of Edward Lamb as licensee should be neither political football nor whitewash. Consequently it's likely regular hearing will be scheduled sometime soon before trial examiner, with probable ultimate argument before FCC itself (story page 44). It's certain that both Comrs. John C. Doerfer and Robert E. Lee, newest GOP members, will want to question Mr. Lamb personally on his past activities and associations.

★ ★ ★

CBS-TV not only maintains its Arthur (Fire 'Em on the Air) Godfrey is in as solid as ever, despite recent furor over firing of singer Julius La Rosa [B•T, Oct. 26], but reportedly is pushing sponsors of Godfrey 90-minute morning strip to add five to ten West Coast stations to current list, on kinescope basis, effective Nov. 9. Network asking advertisers to pick up line charges at $300 per quarter-hour segment.

★ ★ ★

PLAN for non-film tv program syndication to be launched by Bernard Schubert Inc., N. Y., production and package firm. Schubert will provide stations with "You Produce It" package on royalty basis, package including script, directions for producer-director, lighting and camera positions, etc. Details expected to be announced within fortnight.

FCC this week plans to determine its course on tv color, with all members expected to be present. Likelihood is that target date will be set for consideration of action on NTSC petition for approval of compatible color—probably not later than Dec. 1.

★ ★ ★

NOVEMBER meeting of Radio-Electronics-Television Mfrs. Assn. board of directors planning to salvage wreck of hi-fi minimum definitions and standards, victims of feuding by small custom manufacturers. RETMA quietly rewriting standards in move to get them into upcoming fair trade practice compact soon to be adopted under Federal Trade Commission auspices.

★ ★ ★

SIX STAFF attorneys of Dow, Lohnes & Albertson soon will be announced as members of Washington law firm. They are John P. Carr, Francis X. McDonough, William P. Sims Jr., Earl R. Stanley and Thomas H. Wall. Firm has 18 lawyers of whom 12 will be members, with new appointments.

★ ★ ★

INEVITABILITY of commercial tv (and perhaps radio, ultimately) throughout British Empire indicated in almost steady stream of emissaries to learn more about U. S. commercial operations. Edward Davies, general manager of Press Association, cooperatively owned news gathering organization of Great Britain, last week concluded inspection of newspaper-owned television stations in East. Now on scene is A. N. Finley, assistant general manager of Australian Broadcasting Commission, who is concluding two-month tour. In recent months, two executives of BBC, as well as representatives of New Zealand interests, have toured operations.

★ ★ ★

IT'S PRETTY good bet FCC will authorize three-year licenses for television stations this week. Proposal was made by FCC last July and only dissenter was Comr. Frieda B. Hennock. It probably will wind up 6-1.

★ ★ ★

ANN JANOWITZ, timebuyer with Benton & Bowles, New York, expected to succeed Walter Bowes as timebuyer at Hewitt, Ogilvy, Benson & Mather, New York. Mr. Bowes is joining NBC sales development staff [B•T, Oct. 26].

★ ★ ★

COMMUNITY television case before FCC is far from closed. Although Joseph E. Belknap Assoc. failed to answer Commission's list of policy questions, due Sept. 24, principals called staff fortnight ago, asked for 60-day extension which was granted. Plea for extension was made on grounds company, which asked for micro-wave frequencies to pick up St. Louis and Memphis video signals, transmit them to Kennett, Mo., and Osceola, Ark., was being reorganized. No details were given. Meanwhile, National Community Television Assn. hired Washington counsel, Welch, Mott & Morgan, which also represents Jerrold Electronics Corp., largest manufacturer of community tv gear.

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Special study prepared for Katz Agency proves nighttime radio draws bigger audiences than daytime. *Page 27.*

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FILM

Guild Films sees $6 million gross next year. *Page 30.*

Dore Schary says tv films aren't in the cards for major movie studios. *Page 30.*

Advice to film makers: Amortize products in first year for tax purposes. *Page 31.*

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Radio-Television News Directors protest barriers to free speech. *Page 34.*

NARTB District 3 wants qualitative research. *Page 38.*

GOVERNMENT

Edward Lamb charges economic injury in FCC investigation. *Page 44.*

President Eisenhower may broadcast news conferences. *Page 54.*

STATIONS

$1.45 million worth of Storer Broadcasting stock sold to Jefferson Standard, and Storer plans public sale of 200,000 shares of common stock in mid-November. *Page 56.*

Weekly round-up of tv stations just beginning operation or planning to in next 30 days. *Page 64.*

NETWORKS

ABC makes wider split between radio and television. *Page 68.*

Mutual Affiliates Advisory Committee meets this week to sort out station reaction to network's new affiliate compensation plan. *Page 72.*

MANUFACTURING

RCA demonstrates three ways of color film telecasting. *Page 74.*

FEATURES

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Are uhf receivers as good as vhf? *Page 82.*

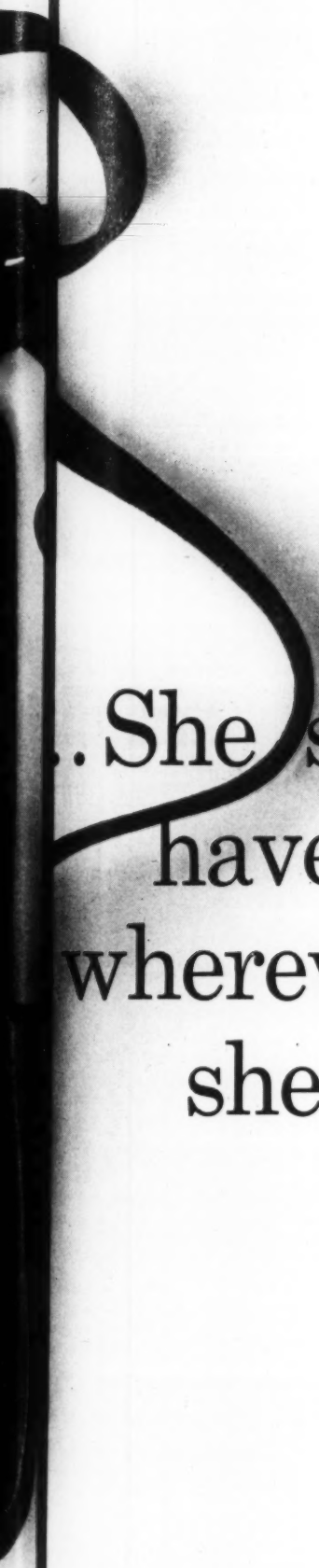
Radio-tv spot campaign leaves car dealer carless. *Page 88.*

FOR THE RECORD

TELESTATUS weekly summary of tv stations on the air and their estimates of tv sets in their areas. *Page 101.*

New tv grantees' commencement target dates. *Page 105.*

XUM



..She shall have radio wherever she goes

Funny about radio: the lighter it gets, the more weight it carries.

For no other advertising medium turns up in so many different shapes and sizes, to reach out to so many different customers. And no other's on such intimate terms that it goes wherever the customer goes—from home to car to pocketbook, *right up to the point of sale.*

All because of one thing: wherever they go, whatever they're doing, Americans like to listen to radio.

What else explains the 110 million new sets people have bought in the last eight years. And the 14 million *more* they're buying this year.

What else explains the demand for a set so light it can ride along with the shopping list...The customer enthusiasm that's got the set-maker turning out more than a thousand a day... And the public's eagerness for lighter and even smaller sets that transistors promise for tomorrow.

Today—by adding a new outlet every 3 seconds—radio is growing faster than any other advertising medium.

Radios now fit any pocket... *Radio* always has.

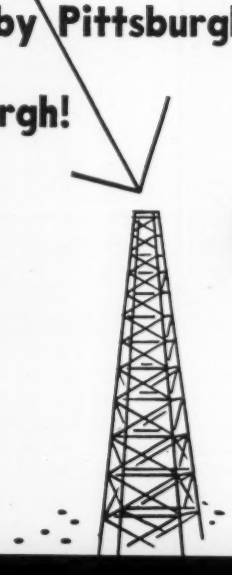
CBS RADIO NETWORK

...where America listens most

Once in a while, one radio station comes close to capturing the true nature of its city . . . draws its strength from the same forces that have made its city great . . . and because of this gives strong, forceful, popular voice to the entire city. This has happened in Pittsburgh . . . and the station is WWSW.

liked most by Pittsburghers . . .

because it is most like Pittsburgh!



WWSW

at deadline

NBC to Preview Radio Programs for Timebuyers

NBC Spot Sales, which introduced "Electronic Spot Buying" few weeks ago to enable agency timebuyers to see tv programs being offered them [B•T, Sept. 28], announced Friday this selling system will have its first radio demonstration Thursday. Estimated 100 timebuyers will gather in NBC Spot Sales offices in New York and Chicago to watch, by closed circuit tv, 45-minute roundup of radio programs available for sponsorship on NBC-owned WMAQ Chicago (including musical show featuring binaural sound).

Explained Charles R. Denny, NBC vice president for o & o stations: "Television cameras in the radio studios of WMAQ will pick up the activities connected with the presentation of the special show and the picture will be televised over a closed circuit to New York and by direct line to the sales office in Chicago. It will give timebuyers the same feeling as though they were seated in the client's booth of the radio studio. . . . While Electronic Spot Buying was devised principally for the presentation of television programs, the benefits of the technique as applied to radio sales are evident."

NBC announced meanwhile it is distributing 28-page promotional booklet on ESB, including numerous letters from agencies praising technique, to timebuyers throughout U. S.

New Tv Production Firm Announced in N. Y.

FORMATION of new tv production company, as yet unnamed, was announced in New York Friday. Officers include Martin Jones, one-time radio-tv director of Buchanan Co.; Gordon Knox, head of Princeton Film Center, Princeton, N. J., who has produced programs for ABC-TV *Album* series, and Henry C. Olmsted, described as electronics expert with long association with theatrical enterprises.

First venture of firm, according to announcement, will be half-hour, weekly filmed tv series with U. S. Marine Corps background for which Corps has pledged full cooperation. It is said that files, equipment and personnel of Marine Corps will be made available to producers.

Westinghouse Corp. Shifts

SERIES of shifts in executive responsibility in television-radio division of Westinghouse Electric Corp. announced by T. J. Newcomb, manager. Appointed marketing manager is J. F. Walsh, former division sales manager. Succeeding Mr. Walsh is R. L. Sandefur, previously merchandising manager. R. J. McCusker, former assistant sales manager, appointed radio sales manager, and A. H. Kuttruff, division service manager.

Buick Drafts Campaign

BUICK CARS, through Kudner Agency, New York, understood to be planning to repeat its annual spot announcement campaign in radio and television four days before new '54 model is unveiled Jan. 8. Approximately same number of stations will be used.

FALSTAFF IN 118

FALSTAFF beer will sponsor MCA-TV film *City Detective*, starring Rod Cameron, in 118 present and future tv markets. Station list covers entire Falstaff sales territory. Film also is sponsored by 53 other advertisers in other areas, making grand total of 171 markets in which program is carried regionally. Falstaff's contract calls for 39-first-run films. Dancer-Fitzgerald-Sample, N. Y., is agency.

F & P Station Executives Study Spot at Chicago Clinic

ESTIMATED 150 key executives of radio and tv stations represented by Free & Peters to meet with 35 F & P men Tuesday through Thursday at Chicago's Edgewater Beach Hotel in spot sales clinic on theme of "How to make spot radio and spot television more productive for the advertiser and his agency."

Subjects for examination at closed-panel meeting, which F&P President H. Preston Peters will open at 10 a.m. Tuesday with address outlining objectives, include rates, survey practices, merchandising, promotion, station procedures and traffic and programming. Separate radio and tv sessions are scheduled. It will be second such spot sales clinic conducted by Free & Peters, which held first in June 1950. Executives of some 33 radio and 17 tv stations represented by firm, and F&P men from offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco will be on hand.

ABC Film Syndication Appointments Announced

FOUR ADDITIONAL appointments to staff of New York and Chicago offices of ABC Film Syndication being announced today (Mon.) by George T. Shupert, vice president in charge of division.

John B. Burns, account executive with CBS-TV, has been named supervisor of Chicago sales office of division. He formerly was member of ABC Radio sales staff in Chicago and also has served KROC Rochester, Minn., and WTMA Charleston, S. C. Another addition to Chicago office is Patrick W. Rastall, who will serve as account executive. He was previously with ABC Radio sales staff in same city.

Frank Freeman, with ABC since 1946 and most recently assistant manager of film program department of ABC-TV, appointed administrative assistant to Mr. Shupert in New York. Joseph Greene appointed to New York staff of division as traffic manager. He formerly was with NBC Film Division as manager of film exchange.

Second 3-Plan Buyer

PAPER-MATE Co., Culver City, Calif., second advertiser to buy NBC's "Three Plan," starting Nov. 16 will have three participations per week on *Fibber McGee & Molly* (Mon.-Fri., 10-10:15 p.m.) for six weeks. Agency: Foote, Cone & Belding, Los Angeles. Lewis-Howe Co. (Tums) was first "Three Plan" client.

• BUSINESS BRIEFLY

FILTER CIGARETTE SPOT • L & M filter cigarettes, through Cunningham & Walsh, N. Y., placing radio and video spot campaign in more than 50 markets starting various dates in November. Campaign is for four weeks.

NATIONAL BUYS ORIOLE TV • National Brewing Co., Baltimore, will sponsor radio and tv coverage of Baltimore Orioles baseball games next season in addition to its radio and television coverage of Washington Senators. Kenyon & Eckhardt, N. Y., is agency.

YULE CAMPAIGN • Giant Balloons once again starting its pre-Christmas radio campaign early in November. Duane Jones, N. Y., handling account. Contracts run from two to six weeks.

MOVIE BUYS • Loew's "Kiss Me Kate" movie buying five-minute segments of disc jockey shows in 40 cities for six days to promote contest in connection with film. Three-day spot campaign follows the six-day promotion.

SIGN COLUMNIST • Maurice H. Zouary Television Productions, N. Y., signs Joe Williams, sports columnist for Scripps-Howard newspapers, to appear in *Live*, half-hour sports drama series based on sports figures of past.

MILLER SIGNS • Miller Brewing Co., Milwaukee (High-Life beer), signs to sponsor professional football game between Detroit Lions and Green Bay Packers Thanksgiving Day, Nov. 26, over DuMont Television Network, starting at 11 a.m. Miller has ordered 95 DuMont stations, with 69 confirmed so far and at least 10 more stations expected to sign by game time. Agency: Matthisson & Assoc., Milwaukee.

SULPHUR SWITCH • Sulphur Chemical Co., N. Y., handled by Harry B. Cohen, N. Y., for past year, expected to return to Herchel-Deutsch agency, N. Y. Advertiser is heavy spot sponsor.

SNOW TIRES IN SOUTH • Gulf snow tires, product normally used in North, will also place time farther south this year since tires can be used in mud as well as snow. Young & Rubicam, N. Y., planning to use radio spot announcement campaign in about 35 markets, effective Nov. 30.

TOURNAMENT PARADE • F. W. Woolworth Co., N. Y., to sponsor Tournament of Roses parade from Pasadena on Jan. 1 over NBC-TV, 12:15-1:45 p.m. EST. Agency: Lynn Baker, N. Y.

ARGOSY 2-WEEK DRIVE • Argosy magazine turning to radio spot announcements to promote itself for two-week campaign, starting Dec. 1. Campaign, placed through Silverstein-Goldsmith, N. Y., is for 15 major markets.

Stromberg-Carlson Report

STROMBERG-CARLSON Co., Rochester, reported Friday that net sales for nine months ended Sept. 30 amounted to $46,398,403 as against $31,333,383 for similar period of 1952. Net earnings were said to be $1,328,391 as compared with $779,614 for corresponding period last year.

XUM

KBTV STARS
SHINE BRIGHTEST IN COLORADO

OZIE WATERS—Denver's outstanding cowboy personality with the highest-rated multi-weekly program in Denver. 20,000 card-carrying members in his Colorado Junior Rangers!

BILL MICHELSEN—Colorado's PULSE-leading video newscaster presents the latest news three times daily over KBTV. The latest local, regional, and international news is reported vividly by film and local reports.

VINCE MONFORTE—Professional meteorologist Vince Monforte brings Channel 9 viewers all the weather news twice daily and is rated as one of Denver's top TV personalities. By means of maps and charts, he tells the complete national and local weather story.

Place your products in the hands of these KBTV-DENVER stars who enjoy top ratings. They've proved they can *sell*.

They can *sell* for you!

EDDY ROGERS—Remembered by patrons of the Rainbow Room and the French Casino, New York. This foremost composer, pianist, violinist, and his famous guests accompany spinning platters thirty minutes daily Monday through Friday.

FRANCES O'CONNOR—Conducts "Menu Matinee." Formerly an Assistant Editor, "Better Homes and Gardens," Director "Tasting-Test" Kitchen.

HAL TAFT—Hal is host for the popular afternoon "Kaffee Klatsch" during which time noted guests chat and sip coffee. Hal's guests have been representatives of nearly all the arts and sciences.

KBTV

CHANNEL 9 DENVER
ABC-TV ABC-TV

JOE HEROLD, Manager
JERRY LEE, Commercial Manager
STUDIOS AND OFFICES: 1089 BANNOCK STREET
DENVER, COLORADO

Contact Your Nearest Free & Peters Representative

at deadline

Ask Delay on WSAZ-TV Move; Other Commission Action

REQUEST that FCC withhold action on application of WSAZ-TV Huntington, W. Va., to move transmitter site was made Friday by WTIP Charleston and WMON Montgomery, W. Va. Reason for request, according to WTIP and WMON, was that if WSAZ-TV move were approved it would wipe out only area in Montgomery where a vhf ch. 2 transmitter could be sited. WTIP and WMON petitioned FCC Oct. 16 for rule-making to put ch. 2 in Montgomery, but because of co-channel and adjacent channel stations, found only five square mile triangle was available for Montgomery station. On Oct. 21, WSAZ amended previous application for power boost to include transmitter site change. Charleston and Montgomery are about 30 miles apart.

Booth Saginaw Grant Made Final

SECOND tv station for Booth Radio & Television Stations Inc. was granted by FCC Friday in order making final initial decision to award uhf ch. 51 at Saginaw, Mich., to Booth's WSGW there upon dropout of competitive bid by Tri-City Tv Corp. [B•T, Oct. 5]. Booth operates WBKZ Battle Creek and owns WJLB Detroit and WBCC Flint, Mich.

WWBZ Hearing Ruled Necessary

PETITION of WWBZ Vineland, N. J., for renewal of license without hearing designated by FCC on horse-race program issue was turned down by Commission Friday. FCC order said hearing will "inquire fully into the extent to which the broadcast of horse-racing information might be particularly susceptible of use by persons engaged in illegal gambling activities" and noted "extensive coverage of horse-racing information may result in the rendition of an over-all program imbalance."

When FCC Broadcast Bureau Chief described WWBZ programming as "bookmakers' delight" in brief opposing petition, station contended term was "misleading" and pointed out wide community interest in racing. Station said it could cite other outlets in area giving even more data than WWBZ.

Third Uhf Asked for Chicago

THIRD uhf station requested at Chicago with filing Friday at FCC of bid by Lewis College of Science & Technology for uhf ch. 38 there. Station would be commercial. School operates noncommercial WFJL (FM) Chicago. Uhf outlets already granted for four-vhf station market are ch. 20 WIND-TV and ch. 26 WHFC-TV.

Fifth application for vhf ch. 7 at Buffalo-Niagara Falls tendered by Community Television Co., new co-partnership of Buffalo businessmen M. J. Montesano, attorney; J. C. Stiglmeier, banking and insurance; C. C. Grimm, plumbing contractor, and G. E. Adema, contractor. Other contestants for ch. 7 are WEBR Buffalo, Copper City Broadcasting Corp., WKBW Buffalo and Frontier Television Inc., Niagara Falls. Four are competing there for vhf ch. 2: WGR Buffalo, Victory Television Corp., Niagara Frontier Amusement Corp. and Niagara Falls Gazette Pub. Co. (WHLD).

'TODAY' BUYS

GENERAL MOTORS Corp., Pontiac Motors Div., Detroit, has purchased eight participations on NBC-TV's *Today* show (Mon.-Fri., 7-9 a.m. EST and CST) during week of Dec. 14; General Electric Co., Schenectady (Mascot photo-electric exposure meter) has bought two participations on same show for Dec. 7 and Dec. 10, and Pinnacle Orchards, Medford, Ore. (Fruit-of-the-Month), one participation on Nov. 13. Agencies are MacManus, John & Adams, Detroit (General Motors), Foster & Davies, Cleveland (General Electric), and Carvel, Nelson & Powell, Portland (Pinnacle Orchards).

Daytime Broadcasters Association Formed

FORMATION of Daytime Broadcasters Assn. —to "promote interests of daytime station operators"—was announced Friday. Group, which met Oct. 24 in St. Louis, is headed by Kenneth Patterson, WSIV Pekin, Ill., as president; has as its objectives formulation of uniform sign-off time and opposition to any rule which might lessen daytime operations. Organization is planned on state-by-state basis, with next meeting scheduled for Jan. 8 in St. Louis. Formal convention is tentatively set for Chicago when NARTB meeting takes place in May.

Representing more than 25 stations, announcement also said DBA would intervene in any rule-making proceedings before FCC involving daytime operations (including daytime skywave proceedings).

In addition to Mr. Patterson, other officers are: Robert Harrison, KCRV Caruthersville, Mo., vice president; Ray Livesay, WLBH Mattoon, Ill., secretary-treasurer. Directors: George Dodd, WGGH Marion, Ill.; Jerrell Shepherd, KNCM Moberly, Mo., and George Basil Anderson, KJSK Columbus, Neb. Fred O. Grimwood & Co., St. Louis, was chosen consulting engineer and Harry J. Daly, Washington, counsel. Messrs. Harrison and Dodd were understood to be initiators of organization.

UPCOMING

Nov. 1-7: National Radio & Television Week.

Nov. 2: North Carolina Broadcasters Assn. meeting, Asheville.

Nov. 3: RCA-NBC color tv demonstration for press and industry, Burbank, Calif.

Nov. 4: Mutual Affiliates Advisory Committee meeting to consider affiliation plan, Hotel Astor, New York.

Nov. 4-5: NARTB Dist. 1 meeting, Somerset Hotel, Boston.

Nov. 5-6: Ohio Assn. of Radio-Tv Broadcasters meeting, Neil House, Columbus.

For Other Upcomings see page 104.

PEOPLE

E. G. GERBIC, vice president of Johnson & Johnson, elected treasurer of Assn. of National Advertisers at ANA board meeting in New York. Other officers, named at ANA annual meeting in September [B•T, Sept. 28], include Ben R. Donaldson of Ford Motor Co., chairman, and Guy Berghoff, Pittsburgh Plate Glass Co., vice chairman.

ANGUS D. MACKINTOSH, director of sales, Goodson-Todman Productions, N. Y., to Grant Advertising, N. Y., as director of business development.

CHARLES A. BRANHAM, former advertising and sales promotion director for Encyclopaedia Britannica, to Weiss & Geller, Chicago advertising agency, as account executive.

ROBERT L. SHAW, district sales manager for north central zone of radio and television of Sylvania Electric Products Inc., named radio field sales manager of division under Arthur A. Currie, recently appointed sales manager of unit.

THOMAS P. ROBINSON, business manager of sales department of ABC until early this year when he resigned to become executive vice president of Fairmont and Clarksburg Television Cable Corps., in West Virginia, appointed assistant to sales manager and business manager of sales department of WPIX (TV) New York.

MARTIN McGEEHAN to ABC Radio Network in Chicago as account executive and **FRANK McGIVERN** to WBKB (TV) Chicago, ABC station, in similar capacity. Both previously were with other Chicago stations.

JOSEPH B. BELL, with Ruthrauff & Ryan, N. Y., since 1928, elected treasurer of agency.

AAAA Sets Examination In Chicago Nov. 14

APPLICATIONS are now being accepted for annual AAAA advertising examination to be held in Chicago Nov. 14. Tests will be held in 20 cities and are designed to "attract high calibre young people to advertising." Examination covers aptitudes in radio and television, media selection, merchandising and other subjects. Deadline on applications is Nov. 6. Blanks may be obtained from Box 1151, Chicago. Tests will be held in Room 101, Wieboldt Hall, Northwestern U., 339 E. Chicago Ave.

Griesedieck Names Krupnick

GRIESEDIECK BROS. Brewery Co., St. Louis, for many years with Ruthrauff & Ryan, St. Louis and Chicago, names Krupnick & Assoc., St. Louis, to handle its advertising, effective Jan. 1. Company will spend $2,000,000 in radio, television, newspapers, and outdoor advertising.

WNEW, WABD Coverage

WNEW New York has cancelled all programs on election night, tomorrow (Tuesday), starting at 8 p.m., to carry coverage of election contests in New York and New Jersey. Station will set up two separate studio operations, with one concentrating on returns and the other on analysis and commentary.

Beacon Purchases

Beacon Co., Boston (Beacon floor wax), has purchased coverage of Tuesday's election night activities over WABD (TV) New York from 9-10 p.m. and 11 p.m.-12:30 a.m. Agency is Allied Adv., Boston. (See early story, page 62.)

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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BUREAUS

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EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Joyce Barker, Selma Gersten.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U. S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

Join the parade to **WTVI** for greater sales in **Greater St. Louis.**
The accounts listed on the opposite page are placed by the following nationally-known agencies:

B. B. D. & O.
Beaumont & Hohman
Biow
Campbell-Ewald
Cecil & Presbrey
Dancer-Fitzgerald-Sample
D'Arcy
D. P. Brother
Fletcher D. Richards
Foote, Cone & Belding
Fuller & Smith & Ross
Gardner
J. Walter Thompson
Kudner
Lennen & Newell
Leo Burnett
Russell M. Seeds
Ruthrauff & Ryan
Sherman & Marquette
S. S. C. & B.
Ted Bates
Warwick & Legler
Weiss & Geller
William Esty
William Weintraub
Young & Rubicam

and more than 20 local St Louis Advertising Agencie

Join the parade by calling WEED today!

WTVI for greater sales i Greater St. Loui

XUM

National advertisers are joining the parade to **WTVI** for greater sales in the **Greater St. Louis** area. These blue chip accounts are using **WTVI** to cover the nation's 9th market:

National Accounts of WTVI-channel 54 covering the Greater St. Louis area:

Admiral Corporation
Aluminum Co. of America
American Chicle Company
American Machine & Foundry
American Tobacco Company
Anheuser-Busch
Arvin Industries
Bauer & Black
Benson & Hedges
Carter Products
Chevrolet
Chrysler Corporation
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DuMont
Du Pont
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Schick Electric Shavers
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Serutan
Simmons Company
Stanback
Sylvania Electric Company
W. A. Sheaffer Pen Co.
Welch's Wines
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And over 50 local advertisers
Many of the area's leading firms, such as—

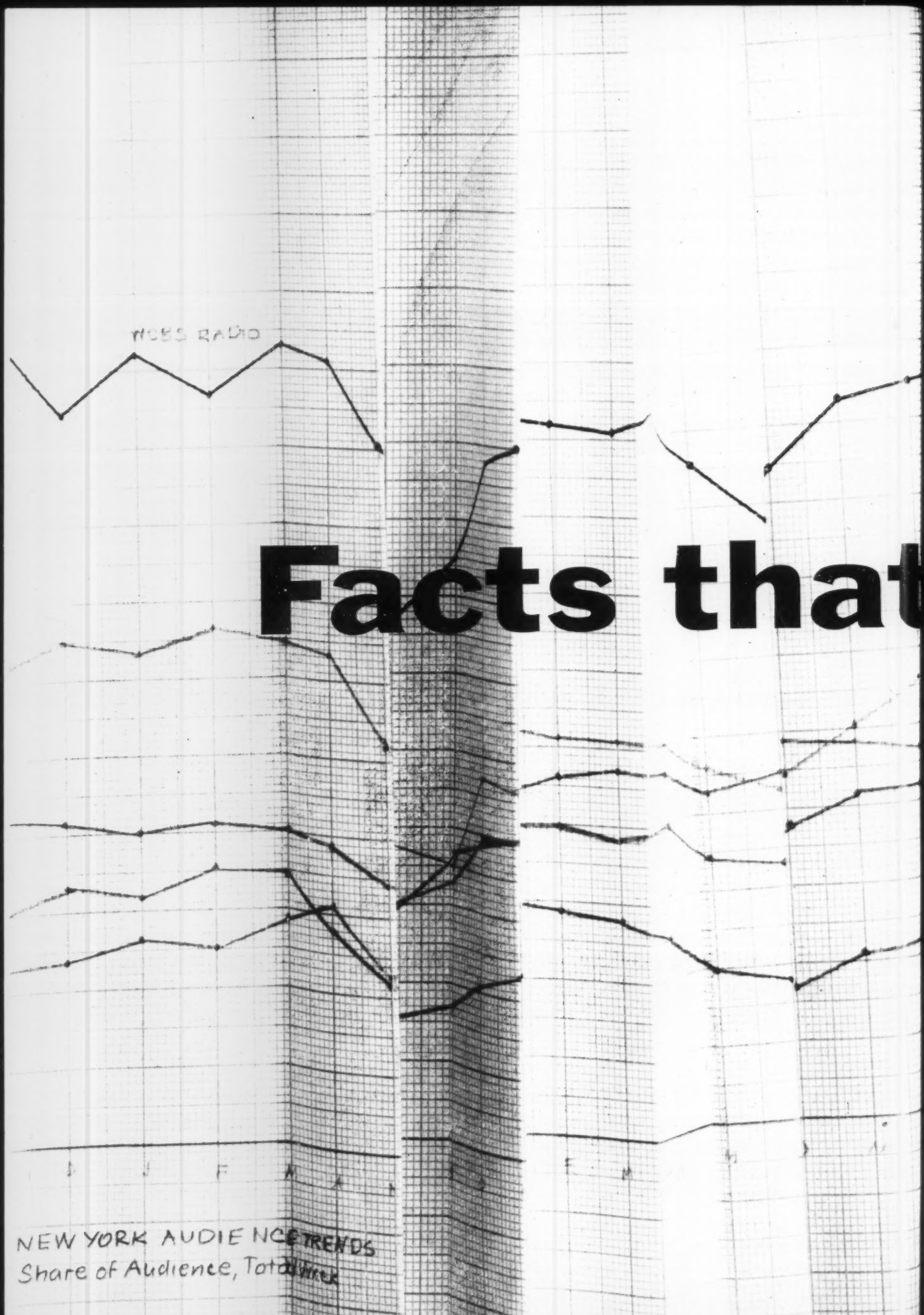
Arthur Murray
Bank of St. Louis
Bonnee Beef
Brooks Catsup
Mercantile Trust Company
Old Judge Coffee
Union Electric Co. of Mo.
The May Co. Department Stores

Join the parade by calling WEED today!

W T V I

DuMont and CBS Programs in Greater St. Louis

Business Offices—1939 Boatmen's Bank Building, St. Louis 2, Mo.,—Geneva 5454
Studio and Transmitter—Belleville, Ill.


WOBS RADIO
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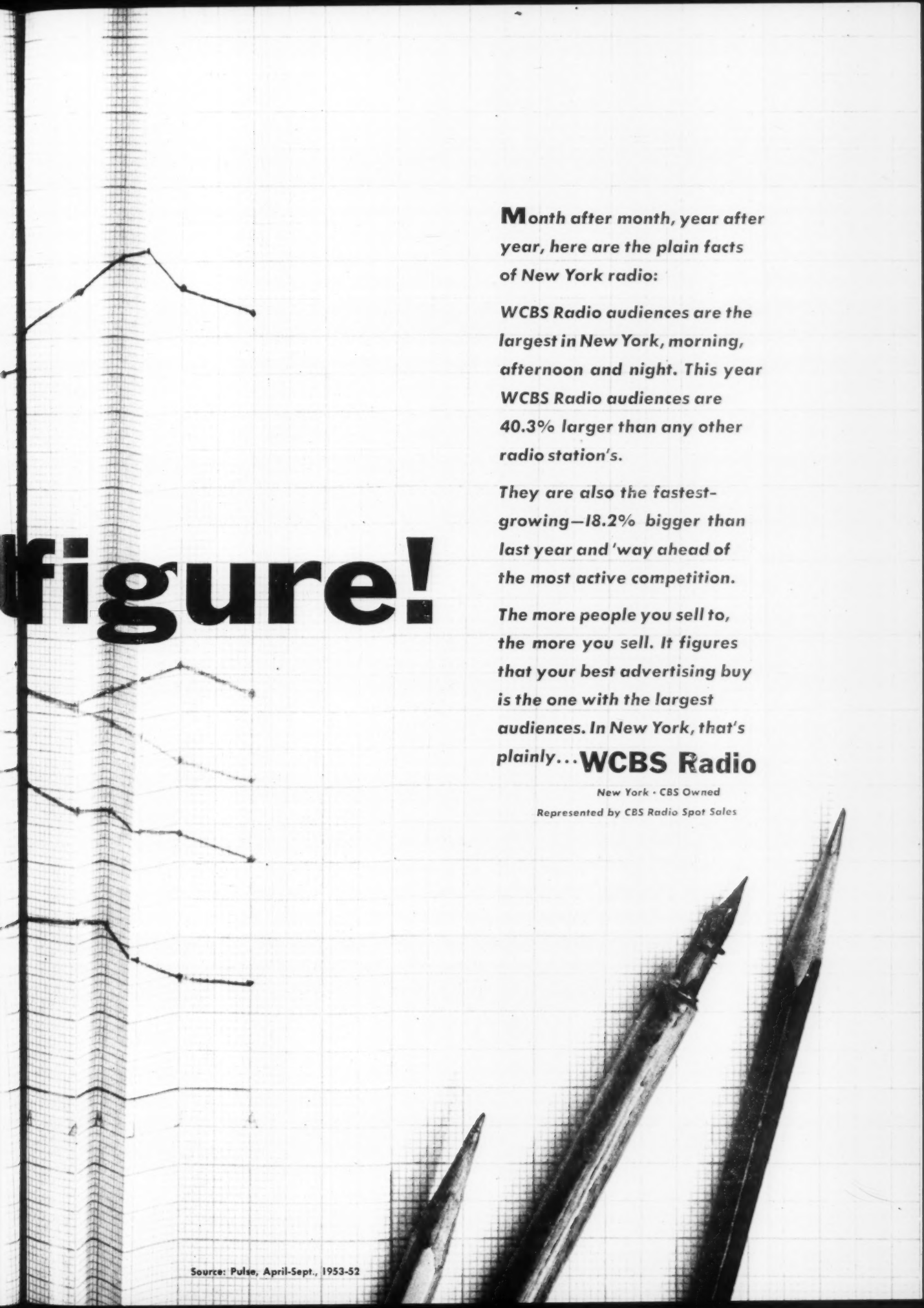
NEW YORK AUDIENCE TRENDS
Share of Audience, Total Week

Facts that f



figure!

Month after month, year after year, here are the plain facts of New York radio:

WCBS Radio audiences are the largest in New York, morning, afternoon and night. This year WCBS Radio audiences are 40.3% larger than any other radio station's.

They are also the fastest-growing—18.2% bigger than last year and 'way ahead of the most active competition.

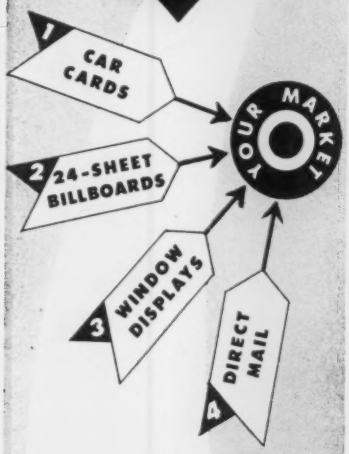
The more people you sell to, the more you sell. It figures that your best advertising buy is the one with the largest audiences. In New York, that's plainly... **WCBS Radio**

New York · CBS Owned

Represented by CBS Radio Spot Sales

Source: Pulse, April-Sept., 1953-52

PROMOTION BONUS FOR SPONSORS...
FOUR EXTRA SHOTS FOR EXTRA SALES!



CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thorofare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

10,000 Watts
Philadelphia's
Most
Powerful
Independent

WIBG

REPRESENTED BY
Radio
Representatives
Inc.

COLONEL HUMPHREY FLACK

Network: DuMont Television Network
Time: Wed., 9:00-9:30 p.m. EST
Stars: Alan Mowbray and Frank Jenks
Producer: Stark-Layton Productions Inc.
Director: Lester Vail
Script Editor: Ed Jurist
Sponsor: American Chicle Co., for Clorets and Dentyne
Agency: Dancer-Fitzgerald-Sample Inc.
Origination: New York City

AN adventure series *sans* gun battles, valiant private eyes, blond bombshells, murder, intrigue and suspense is an innovation these days. "Adventure" to the radio-tv scripter is synonymous with violence, or so it would seem from the staggering number of hair-raising yarns they grind out annually.

Audiences will find the new weekly DuMont series called *Col. Humphrey Flack* a relaxing change. There is nothing earthshaking about the distinguished colonel and the situations in which he becomes involved, but perhaps that very fact contributes to his appeal. The plot, pleasant, amusing and strangely enough still adventuresome, follows the escapades of Col. Flack, a contemporary Robin Hood, and his sidekick, Garvey.

In the role of Col. Flack, Alan Mowbray, an English actor possessing the aplomb and reserve characteristic of his nationality, gives a most entertaining performance. Each show finds the colonel, who has mastered the trick of living like a king without a dime in his pocket, coming to the rescue of a friend in need—usually financial need. Last Wednesday he was bent on retrieving $250 lost by a bell-hop pal of his. The unsuspecting bell-hop had placed a bet on a horse through a con-man posing as a bookie. The colonel, with the noble assistance of Garvey played by Frank Jenks, outsmarted the racketeer, returned $250 to its rightful owner and made a small profit on the side.

The characters of Col. Flack and Garvey were created by Everett Rhodes Castle in a group of short stories in the *Saturday Evening Post*. Ed Jurist, script editor on the series, has skillfully transferred from narration to dialogue the colonel's humor and dexterity at picking up a quick buck. Both the colonel and Garvey are a welcome addition to tv.

* * *

THE UNITED STATES STEEL HOUR

Network: ABC-TV
Time: Alternate Tues., 9:30-10:30 p.m. EST, beginning Oct. 27
Premier Dramatization: "P. O. W."
Cast: Gary Merrill, Richard Kiley, Brian Keith, Phyllis Kirk, Don Hanmer, Johnny Stewart, Cameron Prud'homme, Anne Seymour, Russell Hardie, Morley Change, Lloyd Knight, Michael Dreyfuss
Producer: The Theatre Guild
Director: Alex Segal
Writer (for premiere): David Davidson
Sponsor: The United States Steel Corp.
Agency: BBDO
Associate Producer: John Haggott
Conductor-Composer: Bernard Green
Art Director: James McNaughton
Designer: Albert Heschong
Managing Director: H. William Fitelson
Editor: S. Mark Smith
Lighting: Imero Fiorentino
Audio Engineer: William Blumel
Makeup: Harry Burkhart
Material Researcher: Dorothy Hechtlinger

THE PREMIERE of *The United States Steel Hour* Oct. 27 on ABC-TV came as no surprise. The surprise is that it took so long for the United States Steel Corp., the program's sponsor, to invade the television medium with its precedent-setting, quality drama familiar to radio listeners and theatre devotees as *Theatre Guild on the Air*. This award-winning series was a television "natural." If the Theatre Guild, producer of the new series, works as expertly with a camera as it has for years with a microphone, *The Steel Hour* promises a rewarding hour of dramatic entertainment every other week.

Production-wise, the initial telecast, "P.O.W.," gave every indication that such a promise will be realized. The show was done live, allowing for a certain percentage of error. But there were no visible production flubs in "P.O.W." It was a polished teleplay. Although the series is new, the people involved in the production of "P.O.W." were, almost without exception, experienced in the intricate ways of tv. James McNaughton, one of video's first-rate designers, supplied some appropriate and workable sets. Music, under the direction of Bernard Green, was used effectively. The lead roles were convincingly portrayed by a group of players who looked and acted as though they may well have just returned from P.O.W. Camp No. 9. In particular, Richard Kiley, as Sgt. John Dover, the character around whose prisoner experiences the story was built, and John Stewart as Cpl. Fred Benton, a young soldier who temporarily gave in to Communist torture, gave fine performances.

Well-Paced Play

Alex Segal, engaged by Theatre Guild as director on the series, shaped "P.O.W." into a generally well-paced play. The show had its awkward moments, but neither Mr. Segal nor his actors can be blamed for them.

It is unfortunate that, in content, the series' first offering fell short of the high standards Theatre Guild set for itself in its selection of radio scripts. As the title implies, "P.O.W." dealt with the emotional and intellectual adjustments facing repatriated Korean war prisoners. It's a touchy subject—dramatically too. The very timeliness of the prisoner of war issue makes it a poor dramatic risk. David Davidson, who wrote "P.O.W.," over-dramatized certain aspects of his story. The result was phony rather than effective.

In typical theatre fashion, "P.O.W." had two "intermissions" when the various functions of steel were explained to viewers. Film clips gave substantial backing to U. S. Steel's claim that "only steel can do so many jobs so well." As was the case in radio, George Hicks supplies the verbal highlights of the workings of the steel industry.

* * *

Books

TRANSISTORS AND THEIR APPLICATIONS IN TELEVISION - RADIO - ELECTRONICS, by Louis E. Garner Jr. Published by Coyne Publications Inc., distributed by Howard W. Sams & Co., 2201 E. 46th St., Indianapolis 15. About 100 pages. $1.50.

THE author of this book has written many technical books and articles on transistors and has become an authority on the subject. His latest seeks to give a practical explanation of transistor action for the service technician, laboratory worker, ham operator and experimenter. Book is designed to clarify such phases as circuitory, installation, testing techniques, theory and servicing. An appendix lists commercially-available transistors as reference data.

XUM

The ONLY professional turntable *tailored* specifically for "fine groove" 33⅓ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¼ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records.

DETROIT PUBLIC LIBRARY

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

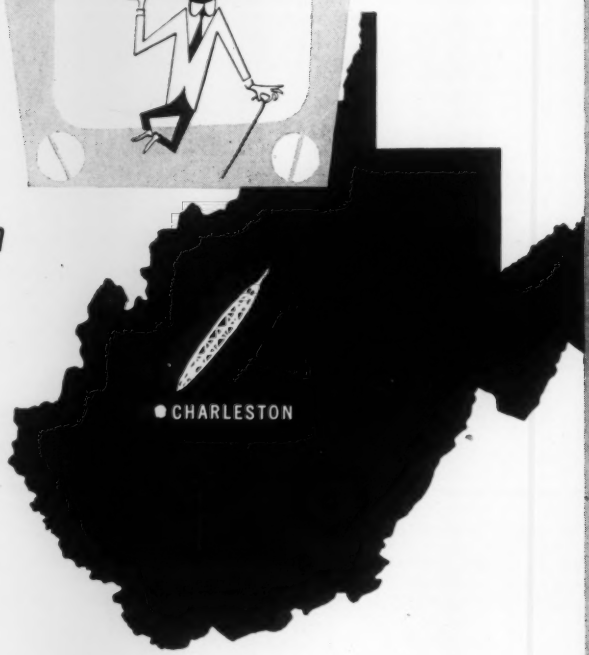
XUM

it's here . . . **NOW!**

TV *in CHARLESTON, W. VA.*

with **WKNA-TV**

selling the rich multi-million dollar Charleston market!



The television gateway is now open to tap this rich, well-populated industrial market that spends over $620,000,000 annually. And your product or service gets tremendous consumer acceptance because of double network programming, and the fact that WKNA-TV is Charleston's own television station!

affiliated with ABC and DUMONT Television Networks

the personality station

Joe L. Smith, Jr., Incorporated
Represented nationally by **WEED TELEVISION**

OPEN MIKE

One Man's Meat

EDITOR:

. . . I'm an avid reader. Knowing the importance of technical information to the broadcaster side of the trade, I appreciate the fact that this type of news must (and should) be presented. I think you do an excellent job of balancing this type of necessary material which nevertheless is less interesting to an advertiser than what are, to me, "meatier" items and essays. I never miss an issue.

Robert D. Lilien
Assistant Advertising Manager
Whitehall Pharmacal Co.
New York

Domestic Relations

EDITOR:

. . . This letter is written after sharp words from my wife who reads my copy [of B•T] before I see it.

Mrs. C. has held reservations about me and my contemporaries in the industry all during our happily married life, but the issue of Oct. 19 confirmed her conclusions about us.

After page 58, the pages were upside down until the reader reached page 74 . . .

Walter A. Callahan
V.P.—Sales
WKAT Miami Beach, Fla.

[EDITOR'S NOTE: As far as the editors know, Mr. Callahan's copy was unique. Let Mrs. C. take notice that printers can be even less predictable than radiomen.]

Required Reading

EDITOR:

B•T is now 100% subscribed in my camera production classes. The "feature section" is required reading. Keep the features coming.

Al Preiss
Instructor American Telecasting Corp. Hollywood

Firsts

EDITOR:

. . . I would like to take this means of rectifying a misrepresentation in the Oct. 26 issue of BROADCASTING • TELECASTING, an announcement that states that the World Broadcasting System has just released "the first transcribed service of music and sound for the television industry."

For the record it should be noted that Associated Program Service (Muzak Corp.) has been serving television stations with a tv transcription library service since 1947 . . . Amplifying our original service, two years ago APS brought out a second transcription library for television stations which we call our APS TV Production Music Transcription Library . . .

Edward Hochhauser Jr.
General Manager
Associated Program Service
New York

Hadacol Again

EDITOR:

. . . Hadacol has done business directly with radio stations and they certainly plan to continue this method of buying time. This procedure is followed because Hadacol was able to break the rate structure of radio stations [in] no other advertiser ever attempted before.

We radio reps are proud of this by-pass

Even *NOW*...2nd largest market in Minnesota

WDSM

ABC **710** MUTUAL

STUDIOS IN BOTH ▶ DULUTH SUPERIOR

TACONITE* is creating a permanent boom!

FACTS ABOUT WDSM

5,000 watts—710 KC—at the "Head of the Great Lakes": Third largest coverage area of all stations in Minnesota; affiliated with Duluth Herald & News Tribune.

•

Taconite Ore Industry boom is increasing our population and buying power by leaps and bounds.

•

Leading sportscasting station—including network fights, Big League & Northern League Baseball, Laker Basketball, Minnesota football & local high school sports.

•

Our basis population is enlarged by tourists in the summer and mining interests the year round.

•

Compare the cost of reaching the 148,950 homes in our area with any other market!

*TACONITE

As usual the Greeks had a name for it. Taconite means melted rock. The melted Taconic rocks, extremely hard, contain rich iron ore.

The discovery of a practical way of processing Taconite for smelting opens up new billions of tons of iron ore to go from our port by water and rail to the steel mills of the east.

Taconite—makes our iron mining industry even bigger. When you learn that 80% of the ore used in our steel mills goes thru our port—think what this new body of Taconite Ore does for us!

Duluth-Superior, even now, as a port, is second only to New York in water freight shipment.

Take a look at the price tag!

★

CLASS B (6:00 A. M. TO 6 P. M. AND 10 P. M. TO SIGN-OFF)

	1 Hour	½ Hour	¼ Hour	10 Min.	5 Min.	1 Min. or Less
1 time	60.00	36.00	24.00	18.00	12.00	6.00
26 times	57.00	34.20	22.80	17.25	11.25	5.70
52 times	54.00	32.40	21.60	16.20	10.80	5.40
156 times	51.00	30.60	20.40	15.30	10.20	5.10
260 times	48.00	28.30	19.20	14.40	9.60	4.80
500 times	45.00	27.00	18.00	13.50	9.00	4.50
1,000 times	42.00	25.20	16.80	12.60	8.40	4.20

★

RODNEY A. QUICK
General Manager

National Representatives
FREE AND PETERS

XUM

PERSONALIZED

Spots

ANN and
BOB KEEFE

HOME REACTION REAPS
RICH SALES YIELD

Around here "Hometown" has become part of the neighborhood. "Hometown" at 1:20 each afternoon Monday through Friday is real kin-folk entertainment.

These next door neighbors of the air have successfully projected their genuinely friendly personalities into every village, town and hamlet in WHAM-land to make friends for their advertisers. Increased sales at a low cost per thousand have won for Bob and Ann the sponsors' admiration.

Use these high-Pulse gadabouts to tap the big 350,100 radio family WHAM market in Western New York to promote your product or service.

50,000 WATT CLEAR CHANNEL

WHAM

ROCHESTER RADIO CITY

The Stromberg Carlson Station

AM-FM ★ NBC Affiliate

Geo P. Hollingbery Co., Nat'l Rep

OPEN MIKE

Hadacol and let me add that . . . no one connected with Hadacol can ever buy spots on Hil F. Best radio stations except at our published card rates and that every campaign must be paid for cash in advance. This advice is in writing to Hadacol . . .

Hil F. Best
Hil F. Best Co., Detroit

Friendly FCC

EDITOR:

Your CLOSED CIRCUIT [B•T, Oct. 19] item anent Comr. Lee's philosophy of regulation adds to the growing feeling of optimism many of us hold as a result of current expressions from FCC members.

While many of us had hoped that the President's choice of a "practical broadcaster" would be carried out, it is quite evident that Comr. Lee has no quarrel with the basic concept that broadcasters are qualified to run their own business in the public interest. He is certainly off to a good start.

Coupled with such highly encouraging comments as were contained in Chairman Hyde's address to the national convention, and Comr. Webster's excellent talk given before the 14th district meeting at Sun Valley, there is good reason to feel that industry relations with its administrative agency are at an all time high.

A far cry from the conditions of a short decade ago.

Rex Howell
Pres. & Gen. Mgr.
KFXJ-AM-TV Grand Junction, Colo.

Free Ride

EDITOR:

A recent series of events has brought to our attention the fact that many name brand companies are continuing to buy their advertising from large newspapers and radio stations in big markets, then sending the smaller stations in nearby markets all the *free* stories and spots.

Some that quickly come to mind are duPont, General Electric, Westinghouse, and many cosmetic companies . . . When are the nation's radio stations going to wake up?

William G. Stewart
Sta. Mgr.
KFKA Greeley, Colo.

Clues to Fm Profits

EDITOR:

Your thorough article on the high fidelity movement [Oct. 26] plus B•T's editorial on multiplexing and other technological developments must lend a great deal of encouragement to fm broadcasters.

It is my hope that many radio stations which have been seeking the economical answer for their fm transmitter will find in these two items the clues to new markets and profits.

High fidelity is something which fm radio can do best. It is unlikely that those who become accustomed to high fidelity reception will long tolerate static and interference.

The so-called fm problem has never been more than a receiver problem. Now that the major manufacturers are putting extensive push behind high fidelity receivers any station equipped for fm transmission has an excellent opportunity to capture an audience with new and intense interest in radio listening which cannot fail to be attractive to advertisers.

John H. Smith, Jr.
Mgr. of Promotion and Fm
NARTB, Washington

No. 1 Radio Buy
in New Haven

• • • • • •

Merchandising
more guaranteed in-store food display than any other New Haven station.

• • • • • •

Programs
live wire local plus NBC affiliation = proven audience.

• • • • • •

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover —
New Haven's ultra-rich market on

WNHC
radio • ASK KATZ

KITE

Local Food Accounts, Automobile Accounts, Department Stores, and Appliance Dealers sponsor more programs on KITE than any other station in the market—Radio or TV!

KITE

AIMS

San Antonio's
Leading
Independent

Nat'l Rep. John E. Pearson Co.

This Bank Compounds Interest* Daily ...with an AP NEWS report!

Listener interest, of course

WITH a tough local competitive news situation (5 stations, 2 dailies) WLEU at Erie, Pa., exercised a little ingenuity and evolved a program high in listener appeal . . . equally high in sponsor satisfaction.

The station offered – and sold – this attractive format to the Bank of Erie, for a daily noontime newscast:

Regular opening . . . commercial . . . AP national and regional news to 12:09 . . . commercial . . . then by remote to the Bank of Erie where President W. J. Flynn delivers a brief commentary . . . then back to the studio for the weather and close.

For his commentary background, the bank president uses the daily AP feature, "Between the Lines". Mr. Flynn has the deep conviction the program is not only good business, but good citizenship as well.

In his commentator role, the bank officer daily visits the homes of people he serves. Here, the traditionally stilted bank advertising has been replaced by advertising that is dignified yet carries a warm and human overtone.

The moral? Says WLEU's General Manager Philip B. Hirsch:

"The secret of any sale is to find the right combination of sponsor and vehicle. News is a natural for bank sponsorship . . . and since banks make their mark on dependability and prestige, what's more natural for them than a program of Associated Press news?"

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write —

Those who know famous brands . . . know the most famous brand in news is AP

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

Meet the Guy
Who Sells the
Early Morning
Tri-State
Listeners

Tom Brooks

"BABBLING
BROOKS"

6:10 - 6:55 A.M.

7:05 - 7:55 A.M.

MON. THRU SAT.

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

our respects

to EDWIN NEWTON WRAY

TO youngish (36) Edwin Newton Wray, president-general manager of KTBS Shreveport, La., 10 kw NBC affiliate, the listener is the powerhouse in radio broadcasting.

As Mr. Wray sees it, "We cannot do our job unless the listeners know what the job is, unless they are informed as to what we are supposed to do and not supposed to do. Our listeners are lively, critical and clear sighted enough to recognize a responsible performance and they will demand it if they do not see it."

Mr. Wray, who was born in Shreveport March 30, 1917, the son of Mr. and Mrs. George D. Wray Sr., feels that radio has been and still is a challenge. The long and successful record of KTBS provides the answer as to how he answered this challenge.

He pioneered the cattle and cotton market of the Arkansas-Louisiana-Texas area covered by his station with the first full-time radio-farm department it had ever known.

Quality Local Production

Mr. Wray also conceived and saw completed one of the most modern and functional physical broadcasting plants in his section of the country. According to one of his employes, Mr. Wray's leadership inspired responsible and highly-trained personnel to bring KTBS listeners a quality of local production never before attempted by the station. For the first time, this spokesman said, the KTBS audience learned that public service programs could be more than sugar-coated pills.

KTBS, in its deep southern location, cut racial lines to unite all public and parochial schools in a continuing series of educational programs such as *Report Card* and *Youth Views the News*. Where a roughshod approach would have resulted in discord, according to the station, a tactful approach has brought for years high praise from educational leaders in the three-state area.

The spectre of television did not haunt Mr. Wray, who instead made a frontal attack. During the past few years, when many station managers and networks have been cutting an rates because of television, Mr. Wray raise both KTBS rates and billings.

Sought Tv Early

In his usual foresighted manner, he was als quick to evaluate tv without prejudice from th fact that KTBS has enjoyed such success i the field of radio.

Mr. Wray has this to say about television "If others are afraid of what it will do t am, then that's a sure sign it's what we want."

Accordingly, with this truism in mind, KTB set its sights on television shortly after the gree light was given commercial tv following Worl War II. The first Shreveport application in thos days before the television freeze came to th FCC from KTBS.

After the freeze KTBS filed for vhf ch. 3 i Shreveport (in June 1952), but its applicatio is mutually exclusive with that of KWK Shreveport. The applications are still i hearing.

Mr. Wray attended Sewanee Military Aca emy, Tulane U. and U.C.L.A. He marrie the former Florence Eleanor Hendrick o Shreveport, and they have two children, Lo Hendrick, 10, and Edwin Newton Jr., 5. Fro 1944 to 1946 Mr. Wray served in the Navy wit the rank of lieutenant junior grade as a gunner officer aboard the *U.S.S. Nields*.

Heads State Association

Mr. Wray's radio leadership is not just loca He is president of the Louisiana Assn. o Broadcasters. He also serves on the board o directors of the First Baptist Church in Shrev port and is chairman of the subcommittee o publicity for the Shreveport Chamber o Commerce.

As for the future of KTBS, Mr. Wray say "KTBS has passed its 30th anniversary, b we haven't even begun to come into our own

And the people who have worked with hi as well as the people whom he has served a who know him best—the KTBS audience wouldn't dare to bet you otherwise.

YOU CAN NOW SPONSOR KATE SMITH WITH A SMALL BUDGET

With programs like "Your Show of Shows" and "Today," NBC has made the purchase of bigtime television so flexible that it is within the means of virtually every national advertiser.

Now the same flexibility applies to the "Kate Smith Hour."

Beginning immediately, the 3:00 to 3:30 pm portion of this popular show is available on a multiple participation basis. Each participation represents 7½ minutes of program time including 1½ minutes of commercial. You may buy as few as six of these participations and use them in as long as a twelve-week period.

Kate Smith will personally introduce your commercials to the more than five million people who watch each program.

If you buy Monday, Wednesday or Friday segments, the total price for the minimum six participations is $41,000 for a 42-station lineup. On Tuesdays and Thursdays the station lineup is larger—55 stations—and the price is $47,094.

With this change, NBC offers large advertisers more frequency at low cost, and makes it possible for additional advertisers to sponsor America's No. 1 saleswoman.

For full details of the *new* Kate Smith Sales Plan, call your NBC representative.

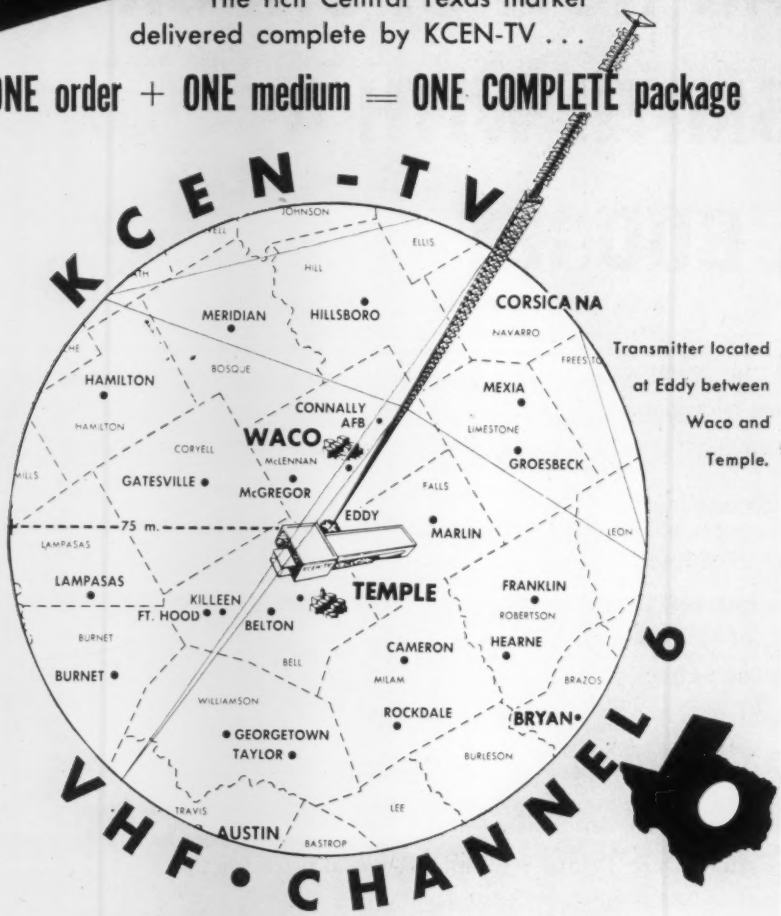
NBC TELEVISION

a service of Radio Corporation of America

HERE IS THE NEW TEXAS MARKET!

The rich Central Texas market
delivered complete by KCEN-TV . . .

ONE order + ONE medium = ONE COMPLETE package



Transmitter located at Eddy between Waco and Temple.

Heretofore coverage of Central Texas has been possible only by the use of a combination of several kinds of media. Now . . . this great audience of more than 750,000 people, with an annual payroll of nearly $900,000,000.00, can be blanketed by the most powerful television station in the Southwest.

KCEN-TV starts with the highest antenna, 833 feet, and with maximum power, 100,000 watts . . . and is the only VERY High Frequency television in this area.

K-CENtralize your advertising dollars if you want *to sell the market they buy.*

KCEN NBC Inter-Connected TV Channel 6
TEMPLE
TEXAS

owned and operated by the Bell Publishing Company
represented by George P. Hollingbery, national representative
Clyde Melville Co., Texas representative

Sid Tannenbaum

on all accounts

A TALENT for creative writing was the entree to the advertising field for Sid Tannenbaum, president of Weightman Inc., Philadelphia advertising agency. As a free lance writer he had written numerous fiction and articles for King Features, *Esquire*, *American Weekly*, *Fortune* and other magazines.

In 1942 Mr. Tannenbaum joined N. W. Ayer as a copywriter. He wrote house advertising and copy for other Ayer accounts for six years. In 1948, inspired by the phenomenal success of two other Ayer alumni, Young and Rubicam, who had left Ayer in 1930, Mr. Tannenbaum decided to open his own advertising agency.

In a period of five years, Weightman Inc., headed by Mr. Tannenbaum, had reached a million-dollar-a-year billing.

Mr. Tannenbaum is thoroughly convinced that radio can sell to the largest group at the lowest cost. "Nothing sells merchandise," said Mr. Tannenbaum, "like the warm, human voice of a radio personality. Radio delivers more impressions per dollar and sells harder than any other medium. In the case of a small budget advertiser, radio gives 100% impressions for every dollar spent; 25 to 40% of the advertising dollar does not have to be used for production cost."

Among the Weightman Agency active radio accounts are the Phillies baseball club, Cream Whipped salad dressing, Barnet Brodie kosher smoked meats, Formost kosher smoked meats, Holiday butter beef steaks, and Al-PO dog food.

In the first 18 months that radio was used for the Al-PO account, 90% of the advertising budget was used for radio, and in this period the sales of this higher-priced dog food increased 100%. As a result, each time a new market is opened for this product, in order to gain a foothold, the same percentage is used for radio.

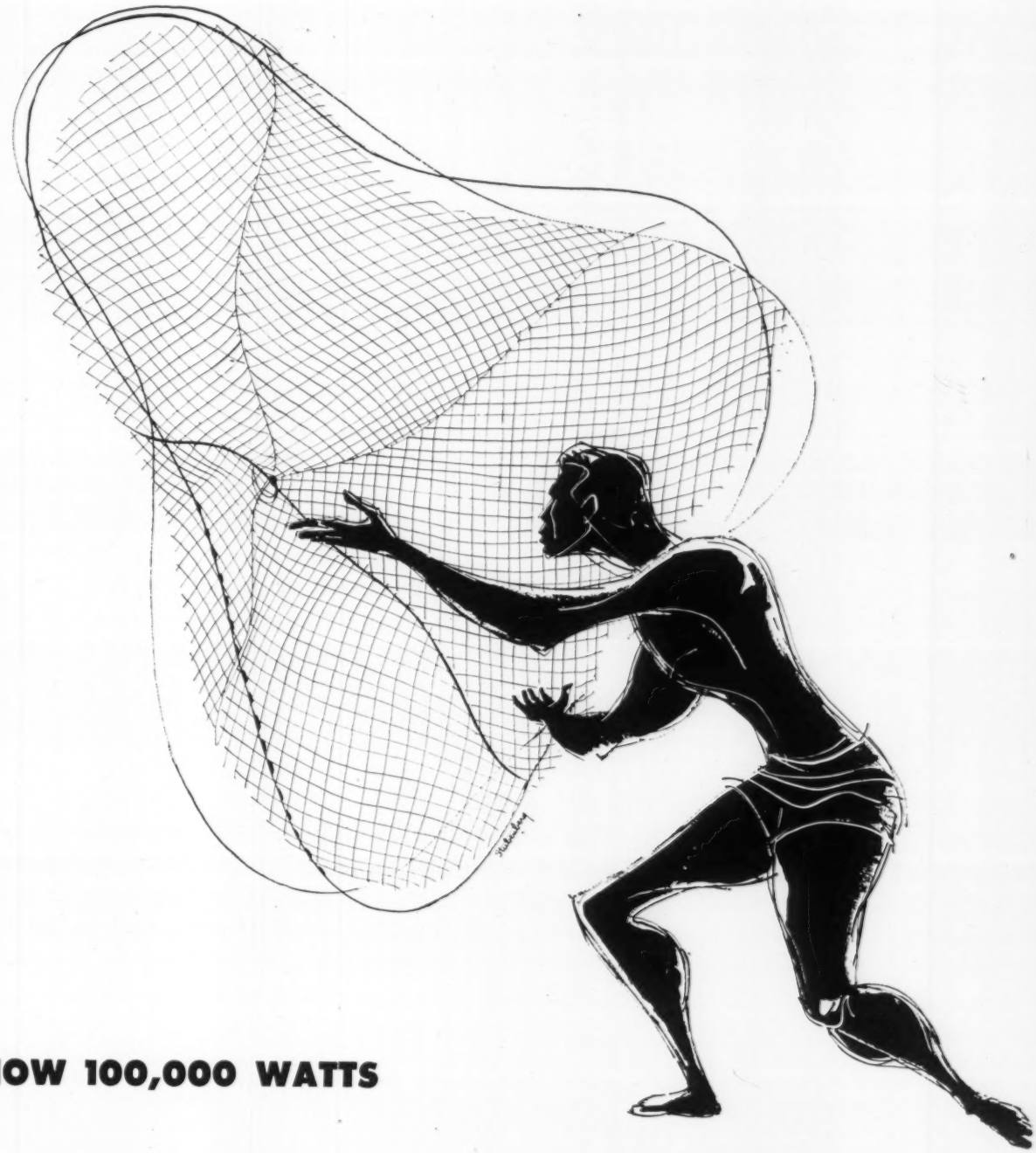
Another radio account is Pennsylvania Dutch Bott Boi, whose radio slogan is "Enjoy the Golden Touch of the Pennsylvania Dutch." Weightman Inc. recently bought *Freedom U.S.A.*, starring Tyrone Power, for the Seaboard Container Corp. account for a period of 26 weeks.

Sidney Alan Tannenbaum was born in Philadelphia Sept. 17, 1911, and attended public schools there. He married the former Ruth Rotman. They have a 6-year-old son, Marc.

Mr. Tannenbaum is a member of the Television Assn. of Philadelphia. His home is in Mt. Airy, a suburb of Philadelphia. Hobby

XUM

WE'RE CASTING A WIDER NET IN HAWAII



NOW 100,000 WATTS

KGMB-TV

CHANNEL 9 HONOLULU

HAWAII'S MOST POWERFUL STATION

MORE THAN 90,000 families in our service area

CBS ABC

national representative: Free & Peters, Inc.

HOOPER PROVES

YOU GET THE BIG AUDIENCE ON KRNT, DES MOINES RADIO!

60 FIRSTS OUT OF 67 TIME PERIODS

MORNING, AFTERNOON and EVENING!

Here's The

BOX SCORE

ON YOUR ALL-TIME BIG TIME BUY

MORNING:

FIRST in all 23 rated periods (51.1%)

AFTERNOON:

FIRST in all 24 rated periods (49.8%)

EVENING:

13 FIRSTS and 7 seconds out of 20 rated periods (36.9%)

BUY THAT *KNOW-HOW GO-NOW*

STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS—THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS!

Represented by THE KATZ AGENCY . . . SOURCE: C. E. Hooper Des Moines Audience Index, June, 1953.

KRNT

DES MOINES RADIO

THE REGISTER AND TRIBUNE STATION

P.S.: Those Saturday Hoopers are pretty fancy, too! . . 12 firsts and 4 seconds out of 20 rated periods (8:00 a.m.-6:00 p.m.)

BROADCASTING TELECASTING

November 2, 1953 Vol. 45, No. 18

NIGHTTIME RADIO TOPS MORNING AUDIENCE—KATZ

Pulse survey of 12 tv markets, made for The Katz Agency, shows more people listen to radio from 8-10 p.m., peak tv viewing time, than during the 7-8 a.m. period considered by advertisers to be 'non-tv' viewing time. Study also points up fact the radio listening in evening is in far more locations than the living room alone.

MORE people listen to radio during the peak evening televiewing time, 8-10 p.m., than during the early-morning 7-8 a.m. time which is in much demand among advertisers who consider it a non-tv hour, according to a special analysis of 12 tv markets being released today by The Katz Agency, station representative firm, for whom the study was made by The Pulse Inc.

Made early this year (January-February), the analysis covers listening in 12 cities, all established tv markets and with an average tv set penetration of 67.1% in the rating areas at the time of the study. The cities were Birmingham, Boston, Buffalo, Chicago, Cincinnati, Los Angeles, Minneapolis-St. Paul, New York, Philadelphia, San Francisco-Oakland, St. Louis, and Washington.

More than one-fifth (20.8%) of all homes had their radio sets in use during the average quarter-hour in the two-hour evening period, 8-10 p.m., Monday through Friday, the study revealed.

Katz Study Comparison

By use of the concept of listeners per thousand homes, based on a correlation of sets-in-use and listeners-per-set, first developed in a Katz Agency study released early in the year [B•T, March 3], it was shown that there were 380 radio listeners per thousand homes during the 8-10 p.m. peak tv period, whereas the listeners-per-thousand homes during the so-called "non-tv" 7-8 a.m. period numbered 368.

Comparing the extent of radio listening during the 8-10 evening period with that during radio's peak daytime tune-in period, 10 a.m. to 12 noon, the study showed the evening segment's 380 listeners per thousand compared with 321 per thousand for the 10-noon morning period.

"This means," the report pointed out, "that there are 18% more people listening to the radio in the evening—when tv competition is strongest—than in the prime mid-morning hours."

Additionally it was found that although the 10 a.m. to noon period had a 25.4% radio sets-in-use average compared to 21.6% for the 7-8 a.m. period, the latter had 368 radio listeners per thousand homes as against 321 for the 10-noon period.

The study also compared levels of nighttime listening in cities with widely varying degrees of tv penetration. When the survey was made, tv penetration ranged from a low of 44% in one market to a high of 76% in another. Yet it was found that "average radio tune-in between 8 and 10 p.m. in the 'low' tv city was 23.1%," and "in the 'high' city (with more than 70% greater tv saturation than in the low city) radio tune-in was still a healthy 18%."

Evening Listening Strong

"Despite the fact that the radio audience is admittedly not as high in the evening as it was before the advent of tv," the report continued, "the comparison of nighttime vs. daytime listening points up the continuing strength of nighttime radio."

Appraising audience composition during the various periods, the study showed that between 7 and 8 a.m. there were 141 men listeners per thousand homes during the average quarter-hour, while in the 8-10 p.m. period this total had increased to 154 men per thousand.

The findings in terms of both sets-in-use and audience composition by sex of listeners were summarized in the following table covering listening in all homes:

LISTENERS-PER-THOUSAND-HOMES

	Sets-in-Use	Men	Women	Total*
Early morning (7-8 a.m., Mon.-Fri.)	21.6%	141	198	368
Late morning (10 a.m. to noon, Mon.-Fri.)	25.4%	42	248	321
Evening (8-10 p.m., Mon.-Fri.)	20.8%	154	181	380

* Includes teenagers and children.

While the above table showed radio listening in all homes, the survey also examined the number of radio sets-in-use specifically in tv homes and found that, during the average quarter-hour, 17.1% of all tv homes had radio sets in use between 8 and 10 p.m., as against the 20.8% level of radio listening shown in tv and non-tv homes combined.

Market by market, the radio sets-in-use figures for tv homes are compared with those for all homes in the following table:

RADIO SETS-IN-USE
QUARTER-HOUR AVERAGE, 8-10 P.M., MON.-FRI.
JANUARY-FEBRUARY, 1953

Market	Tv Homes	All Homes
Birmingham	16.9	23.1
Boston	16.9	21.1
Buffalo	17.1	19.3
Chicago	15.9	18.4
Cincinnati	16.2	19.1
Los Angeles	18.5	24.0
Minneapolis-St. Paul	17.5	20.4
New York	17.1	20.4
Philadelphia	17.7	18.0
San Francisco-Oakland	17.7	24.0
St. Louis	16.6	19.9
Washington	17.5	21.3
Twelve-City average	17.1	20.8

"Remember that all figures in this analysis are based only on in-home listening," the Katz report admonished. "Out-of-home listening adds a further dimension to the radio audience.

Radio Wherever You Go

"This study presents further conclusive proof that nighttime radio listening is a hardy, well established habit that does not disappear when tv enters the living room. Instead, as many surveys have repeatedly proved, radio listening is transferring its locale from the living room to the bedrooms, kitchens, workshops, automobiles, etc.

"Wherever you go, *whenever* you go—morning, noon or *night*—radio is there."

Ryan Spells Out Nighttime Radio Rules

THREE fundamentals for advertiser success in the use of nighttime radio were spelled out by William B. Ryan, president of BAB, in a speech prepared for delivery before the Advertising Club of Wheeling, W. Va., last Thursday, but which could not be given due to interrupted plane schedules.

Mr. Ryan described the three as follows:

"1. Gear nighttime programs and announcements to the selling of merchandise as has always been done in daytime radio.

"2. Grasp the concept of today's nighttime listening—understand that it is individual, not family listening — each to his own set—with a tremendous several-part audience of individuals in bedrooms, kitchens, playrooms, and automobiles, as well as living rooms—and deliver the right sales talk to these selected audiences.

"3. Use *enough* nighttime radio to obtain the all-important advantage of *repetition* of sales message, at low cost. This after all is the priceless ingredient in radio, which, over the years, has built the fabulously successful advertisers in this medium."

SIX PLAN LAST QUARTER AD DRIVES

Penick & Ford, Super Cola, Lipton tea and soup, American Chicle, Kent cigarettes and Davis handkerchiefs line up for vigorous end-of-year advertising campaigns. Pal blades is preparing a drive for next year.

A HALF-DOZEN major advertisers are lining up for vigorous last-quarter drives in the form of end-of-the-year spot and regional campaigns, while at least one other sponsor is already exploring openings for the first quarter of next year. The spot and regional clients are Pal blades, Penick & Ford, Super Cola, Lipton tea, Lipton soup, American Chicle, Kent cigarettes and Davis handkerchiefs.

Pal blades, division of American Safety Razor Co., New York, is preparing a radio and television campaign to start around Jan. 1 for 52 weeks. Radio spot announcements will be heard on more than 125 stations, while the television budget will include participations on a daytime network program in over 50 markets. Al Paul Lefton, New York, is the agency.

Penick & Ford (My-T-Fine desserts) launches its annual spot campaign early in November in more than 50 radio and television markets. Contracts, placed through BBDO, New York, are for six weeks on most stations and four weeks on a few stations.

Super Cola (soft drink) through Ted Bates Inc., New York, will start a television campaign in Florida in the middle of November, using one-minute and 20-second announcements. After the first of the year the firm will expand its distribution in four or five other states with spot tv campaigns to accompany the distribution.

Lipton tea through Young & Rubicam, New York, is using ten top television markets, starting today (Mon.) for five weeks. In addition, Lipton's soup selected three markets for a radio spot announcement test, starting Nov. 9 for six weeks.

American Chicle (Dentyne) also starts today with a radio spot campaign in 17 markets. Contracts for 52 weeks are placed through Dancer-Fitzgerald-Sample, New York.

Kent cigarettes bought a half-hour tv film called *Kent Theatre* from Ziv Television Programs to be placed in 40 markets starting mid-November. Young & Rubicam, New York, is the agency.

Davis Handkerchief Corp. (Sniffies, disposable handkerchiefs, is starting a radio test campaign with daily participations on the following WABC New York shows: *The Fitzgeralds, Dean Cameron, Bobby Sherwood* and *Maggi McNellis*. Gibraltar Adv., New York, is the agency.

Motorola Buys ABC-TV Hour

MOTOROLA Inc., Chicago, will sponsor *Motorola Tv Hour* on ABC-TV, 9:30-10:30 p.m., alternate Tuesdays, starting Dec. 1, according to a joint announcement from Edward R. Taylor, vice president of Motorola, and Robert E. Kintner, ABC president. The Motorola programs will be live tv dramas, alternating with the *United States Steel Hour*, which premiered on ABC-TV last Tuesday. Ruthrauff & Ryan, Chicago, is agency for Motorola, whose radio and tv receivers and other electronic products will be advertised in the new tv series.

C-P-P Goes C-P

COLGATE-Palmolive-Peet Co. shortened its name to Colgate-Palmolive Co. effective last Friday. The shorter version was approved by the company's stockholders at the annual stockholders meeting last April. No change in corporate entity is involved. Contracts and agreements now active will not be affected, and there will be no need for stockholders to exchange share certificates, officials said.

Coca-Cola of N.Y. Names Murray V.P. for Radio-Tv

THOMAS D. MURRAY, associated with the Coca-Cola Bottling Co. of New York since December 1952, was elected vice president in charge of television and radio last week.

Coca-Cola Bottling Co. of New York currently is engaged in the heaviest advertising and promotion campaign in its history. On television, the firm sponsors *Sense and Nonsense*, a half-hour show, five times weekly on WABD (TV) New York, and *The Adventures of Kit Carson*, half-hour program, Tuesday evenings on WNBT (TV) New York. On radio, the company co-sponsors the Notre Dame football broadcasts in the metropolitan area on WMCA. In addition radio and television spot schedules are used.

Mr. Murray also supervises and acts as liaison between the New York bottler and the Eddie Fisher Show, seen twice weekly on NBC-TV and sponsored by the Coca-Cola Co., Atlanta.

Philip Morris Profits Up

PHILIP MORRIS & Co. reported Thursday that net profit for the six-month period ended Sept. 30 was $7,072,864, or $2.64 per share of common stock, as compared to $5,784,649, or $2.11 per common share, for the corresponding period of 1952. Net sales for the period were listed at $157,466,415 as against $157,013,219 for the similar period last year.

Department Stores Plan 'Large Items' Campaign

THIS YEAR, department stores are going to do much more advertising of large items, normally thought of as non-Christmas merchandise, in the Thanksgiving-Christmas season when 25% of their total year's business is done, according to the latest issue of Department Store Studies' *Radio Studies*.

"Stores are thinking this way," DSS reports: "Our small items, gifts, etc., move well anyway. So why not get additional business in the larger ticket items and increase our overall volume?"

To get this business, DSS suggests that station salesmen use the following arguments:

"Large ticket items require sell. Radio sells, not merely advertises.

"Large ticket items are bought on time. Radio sells time payments . . . well.

"Practical gifts should appeal to young homemakers. Young mothers do very little newspaper reading . . . much radio listening.

"For a store's radio usage, besides regular item advertising, sell this theme: 'Make Your Christmas Gift a Practical One.' Stress a Christmas gift for the whole family. Stress the 'sell' of radio to move large ticket items. Stress the 'sell' of radio to sell time payments."

Closed Circuit Tv Launches Esso Drive

THE BIGGEST advertising campaign in its history was launched by Esso Standard Oil Co. at a meeting conducted via closed circuit television last Thursday in 14 cities throughout the 18-state Esso territory.

The "meeting" originated at DuMont's WABD (TV) New York, with more than 600 members of Esso Standard's central marketing department as well as representatives of other departments and personnel from the company's New York sales division viewing the presentation on 21-inch screens at the Ambassador Theater. Simultaneously, approximately 1,200 field personnel also witnessed the show in other cities.

To supplement the company's regular radio and tv activities, a large number of spots—both radio and tv—have been purchased. *Your Esso Reporter* program currently is carried by 55 radio stations and 13 tv stations in the Esso territory. Marschalk & Pratt, New York, is the agency for both radio and television as well as for the closed circuit presentation.

SAMPLING Lever Brothers' Good Luck margarine recipes after Lever timebuy on NBC-TV's *Today* for Good Luck and other products are (l to r): Steve Dietz, GL account supervisor, Hewitt, Ogilvy Benson & Mather; Richard Pinkham, *Today* executive producer; William K. Eastham, advertising manager, GL Division; Mort Werner, *Today* producer, and John Allen, Lever radio-tv program manager.

How to Win Friends And Influence BBDO

Red hot proposal from publicity agent seeking free air plugs for DuPont anti-freeze brings cool refusals from stations.

WANT to be pals with BBDO?

Want to help Ruder & Finn Assoc., New York, show DuPont "how many friends we've got?"

It's easy.

Real easy.

Just give your disc jockey a string of free plugs for DuPont's Zerone and Zerex.

The rest is just as simple.

Fill out the convenient post-paid postal where it says: "I used some of the material on Anti-Freeze Week and played some of the suggested records. Yes .... No ...." Then fill out two other blanks with name of disc jockey and station call letters.

Incidentally, Ruder & Finn adds, "We also represent Frankie Laine and will be glad to help you out with any material you might want on him. Thanks. Regards, (signed) David Finn."

Mr. Finn explains the programming material "is a little something for our client named DuPont and their advertising agency, BBDO, both of whom seem wildly interested in this whole idea."

Judging by some of the reactions volunteered to B•T, stations are wildly disinterested in the whole idea.

First, the press agent sent the letters to a disc jockey at each station.

Second, as Wayne J. Hatchett, manager of KIMO Independence, Mo., suggested in a letter to BBDO, enclosing a rate card, BBDO should "contact the business office in the future regarding commercial advertising."

And as George Gothberg, president of WFPA Fort Payne, Ala., suggested: "DuPont probably could have bought several spots with the money they spent on having a publicity agency circularize us."

White in Hollywood

WHITE Advertising Agency, Tulsa and Oklahoma City, Thursday announced opening of Hollywood office at 6351 Selma (Hollywood 3-5694), with Miss Betty Newell as secretary-manager.

Girdles, Models, Tv

A "UNION of modesty and merchandising" which permits girdles to be demonstrated on tv by—and on—live models was claimed last week by Harold M. Mitchell Inc., New York, agency for I. Neuman & Sons. In what was said to be the first time, the Neuman company thus showed its sarong girdles on a spot commercial on WOR-TV New York last Wednesday night. The technique? The model, encased in black tights and wearing a girdle coated with phosphorescent paint, was filmed under black light, the result giving the effect of a girdle walking and twirling all by itself, the wearer invisible. Gimbel's tied in with a strong promotion of sarong girdles, built around the "no body" commercial.

THE 300th member firm of the American Assn. of Advertising Agencies was welcomed during the 4-A Central Council's Chicago convention along with the first Memphis affiliate of the organization. Vance Pidgeon (l) of Vance Pidgeon & Assocs., Minneapolis, receives his certificate as No. 300 from Harold H. Webber, Foote, Cone & Belding, Central Council chairman, while Holton C. Rush (r) of Greenhaw & Rush, Memphis, gets his from Earle Ludgin, Earle Loudgin & Co., 4-A's chairman of the board.

Standard Oil of Ind. Sets Big Ad Campaign

STANDARD OIL Co. of Indiana last Tuesday announced plans for "the largest advertising campaign in its history," designed to promote its new premium, anti-stall gasoline.

Standard has signed up 52 radio outlets in 51 key midwest cities and 15 tv stations to carry its commercials, according to Wesley I. Nunn, advertising manager. A schedule of radio spots in 11 large markets will supplement the other radio-tv commitments. Also planned are ads in 1,740 daily and weekly newspapers and 3,129 outdoor posters.

Richfield, Agency Sued

CHARGING Richfield Oil Corp., and its agency, Hixson & Jorgensen Inc., Los Angeles, with appropriating the promotion package idea "Adventures Into Space," Nasser-Bien Productions Inc., Hollywood, filed suit for $250,000 in compensatory damages against the two firms in Los Angeles Superior Court Oct. 23.

Nasser-Bien said it conceived the "Adventures Into Space" idea and had spent at least $10,000 in development, only to have Richfield Oil Corp. and its agency take over the property without permission last May, and use it for radio, tv and other media advertising.

The complaint set worth of the package at $500,000 and said unauthorized use of the idea by defendants has cut its value in half.

NEW BUSINESS

General Motors of Canada, Oshawa (Frigidaire and General Motors products) early in December starts weekly series of live Canadian dramas on the CBC-TV network, consisting of CBLT Toronto, CBOT Ottawa, and CBFT Montreal, which will be kineoscoped for independent tv stations. This is the first live series of dramatic shows to be sponsored on Canadian tv. Details have not been announced as yet.

Dennison's Food Co., S. F., assumed co-sponsorship of *CBS Radio News Room, Sunday Desk* on 23 CPRN stations, Sun., 5:30-6 p.m. PST, for 52 weeks from Oct. 25. Agency: Biow Co., S. F. **Albers Milling Co.** is co-sponsor.

NETWORK RENEWALS

General Foods Corp., N. Y. (Jello products), renews *Bob Hope Show* (NBC Radio, Mon-Fri., 10:30-10:45 a.m. EST) on 162 stations, effective Nov. 9. Agency: Young & Rubicam, N. Y.

Longines-Wittnauer Watch Co. signs for fifth straight year to sponsor hour-long *Festivals of Music* on CBS-TV on Thanksgiving and Christmas days, 5-6 p.m. EST in each case. Choraliers and Symphonettes will be featured, as in past. Agency is Victor A. Bennett Co., N. Y.

AGENCY APPOINTMENTS

American Express Money Orders, N. Y., names Benton & Bowles, N. Y., as its advertising agency.

American Houses Inc., N. Y., prefabricated homes, appoints John Falkner Arndt, Phila.

Allen B. Wrisley Distributing Co., Chicago (soap, toiletries), appoints Fulton, Morrissey Co., same city to handle advertising. **R. C. Peitscher,** vice president, is account executive. Radio and television will be used.

Victor Products Corp. (home freezers, air conditioners, refrigeration equipment), Hagerstown, Md., appoints VanSant, Dugdale & Co., Baltimore. **Dan J. Loden,** vice president, is account supervisor and **J. Raymond Rodgers** is account manager.

AGENCY SHORTS

J. Walter Thompson Co. Ltd., Toronto, has moved to new quarters on entire fourth floor at 600 University Ave.

Irwin Co., which maintains offices in Beverly Hills and L. A. Crenshaw district, has changed name to **Irwin Crenshaw Adv.**

Paul Grant Inc., advertising, Chicago, changes name to **Grant, Schwenck & Baker Inc.,** with **Paul Grant** heading agency as chairman. **James E. Schwenck,** Schwab & Beatty Inc., New York, becomes president.

Leonard Oxenberg Adv. moves to 1820 Spruce St., Phila.

XUM

GUILD FILMS SEES $6 MILLION IN '54

Reub Kaufman, Guild president, looks toward increased billings and announces appointment of Barney Goldman as general sales manager as part of firm's expansion program.

PREDICTION that Guild Films Co. will gross at least $6 million in the 1954 fiscal year was voiced Thursday in New York by Reub Kaufman, president of Guild. Mr. Kaufman offered this projection of business activity at a news conference at which he announced the appointment of Barney Goldman, former account executive for Ziv Radio, as general sales manager. He noted that Mr. Goldman's appointment was the forerunner of a large-scale expansion program in both production and personnel at Guild within the next few months.

Mr. Kaufman asserted that his estimate of business at $6 million for 1954 might appear "optimistic," but he pointed out that billings for October 1953 were $427,000. He voiced the belief that billings for 1953 will be about $2½ million. To achieve the $6 million figure, Mr. Kaufman continued, Guild plans to implement a far-reaching expansion program in every area of operation, including production, advertising, promotion and personnel within a few months. He said that details would be made public in a few months from Hollywood. One indication of Guild's stepping-up of activities, Mr. Kaufman said, was that the company was to move last Saturday to larger headquarters at 420 Madison Ave., New York. The telephone will remain Murray Hill 8-5365.

He said the continued growth of the company would be based on the philosophy that Guild would produce as well as distribute its own films. Currently, Guild produces and distributes *Liberace, Life With Elizabeth,* and *Joe Palooka* and distributes *Jungle Macabre, Secret Chapter, Lash of the West, Invitation Playhouse,* in addition to the Guild sports library and feature films.

Mr. Goldman has been brought into the organization, Mr. Kaufman said, to head up a reorganized and enlarged sales staff. John C. Alicoate will continue as assistant sales manager under Mr. Goldman.

Major Studios Won't Make Pictures for Tv—Schary

"MAJOR movie studios will not make films for tv because it is economically unfeasible and because recent successful theatrical motion pictures indicate the majors need not turn to tv film to survive."

Dore Schary, vice president in charge of production, M-G-M Studios, Culver City, made this statement in a question-and-answer period following his Oct. 24 broadcast on NBC Radio's *Lecture Hall* from Hollywood. His topic was "Entertainment and its Responsibilities to Enlightenment."

Asked the role of Hollywood and the major studios in tv film production, Mr. Schary said, "I imagine the answer to that question is something that interests the television companies to a great degree and also some studio management. My personal opinion is that there is no possibility of big studios making tv films in the foreseeable future. Big studios are so economically geared that the potential revenue from tv films makes it unwise and unprofitable to embark on tv production.

"Further, the tremendous success of so many films in recent years makes it obvious that there is still a need and demand for theatre exhibition, and I believe that this demand will remain constant for quality pictures."

Asked about the movies' "lost audience," he said the audience still remained, even though it is shared by newer forms of entertainment, such as television.

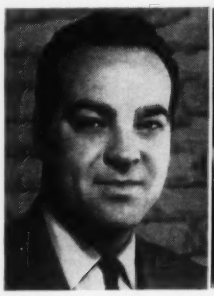
Blumberg, Eells, Hoffman Named to TPA Sales Staff

APPOINTMENT of three executives to the sales staff of Television Programs of America was announced last week by Michael Sillerman, executive vice president of TPA, in the latest of a series of recent personnel acquisitions.

Mr. Blumberg

Named as assistant to the executive vice president was Kurt Blumberg, formerly associated with Ziv Television. He will assist Mr. Sillerman in coordinating national sales and distribution.

Other appointments were those of Bruce Eells as western division manager and Robert Hoffman as account executive for the mid-Atlantic states. Mr. Eells most recently was special New England representative for Ziv Television and previously organized and headed Bruce Eells Assoc., radio transcription company. Mr. Hoffman was an account executive for Unity Tv Corp., New York.



Mr. Eells

Mr. Hoffman

'Royal' Grosses $1¼ Million; UTP Expands Sales Staff

RECORD GROSS for a syndicated film series is claimed by Wynn Nathan, national sales manager of United Television Programs Inc., Hollywood, with the announcement that *Royal Playhouse* has passed the million dollar mark, having grossed $1,250,000 to date. The Bing Crosby Enterprises series, distributed by UTP, was originally telecast as *Fireside Theatre.*

In line with UTP's expansion of the sales staff, Mr. Nathan announces further appointments. Johnny Rohrs, former manager of the UTP Chicago office, rejoins the firm in the same capacity, additionally covering Minneapolis and the state of Ohio. Dale Sheets, film director, KTTV (TV) Hollywood, joins the UTP headquarters sales staff in that city. Ray Wild, former RKO sales representative in Texas, will cover the same territory for UTP, headquartered in Dallas.

Time Floats On

MORE than 100 Bulova watch dealers have bought spot announcement time on as many local television stations to place a commercial produced by Van Praag Film Productions Inc. and underwritten by the Bulova Co.

The commercials are issued in three lengths—two minutes, one minute, and twenty seconds. They depict the test made of four Bulova Clipper watches sent over Niagara Falls to check their shock-resistant and water-proof qualities. The timepieces, attached to four partially inflated weather balloons and weighted to keep the watches immersed in water, went on their journey through the Niagara rapids and over the 160-foot drop. Three Clippers, fished out of the rapids, still ran perfectly; the fourth was lost. Norman Gladney, Bulova tv executive, who conceived the idea, speculated that the lost Clipper probably is running somewhere at the bottom of the river, constantly wound by the motion of the water.

NEW REPUBLIC FIRM TO MAKE TV FILMS

REPUBLIC Productions' latest venture into tv film production developed last week with the formation of a new subsidiary, Studio City Television Productions Inc., headquartered on the movie studio's North Hollywood lot.

The move follows a recent announcement by Herbert J. Yates, Republic president, that the studio would expand operations to cover tv film production in addition to distribution, currently handled by Hollywood Television Service Inc., a subsidiary. He declared at the time that the movie industry must fuse with tv to survive [B•T, Sept. 7].

Morton W. Scott, vice president and general manager of Hollywood Television Service, becomes president and production executive for the new firm which shortly will start shooting the initial group of films in *Outlaws of the Century,* half-hour tv films.

Casting is now in progress, he said last Tuesday, and stars for the first 13 tv subjects will be set within a week. Mr. Scott declared these are the only plans Studio City Television Productions has at present. He hopes to announce additional plans within 30 days.

Republic went into tv film production about two years ago through its distribution subsidiary, but after making several pilots of a science fiction series, temporarily postponed the project. The studio, however, continued to sell its backlog of old movies to television.

Antell Buys 'Badge 714'

SALE of *Badge 714* to Charles Antell Inc. for ten cities has raised total markets carrying the filmed series to 80, John B. Cron, NBC Film Division national sales manager, said last week. Antell bought the series for showing on WNBW (TV) Washington, KPRC-TV Houston, KRLD-TV Dallas, WDSU-TV New Orleans, WHAS-TV Louisville, WOW-TV Omaha, WSYR-TV Syracuse and WICU (TV) Erie, Pa. Other NBC Film Division sales last week raised total markets on *Captured* to 62, *Inner Sanctum* to 9 in first week and *Dangerous Assignment* to 136, Mr. Cron said.

Amortize Film Products First Year, Producers Told

Take amortization in full the first year when paying income taxes, attorney Charles Walker advises tv film producers in talk to lawyers and accountants.

TELEVISION film producers should amortize their products in full the first year when paying income taxes.

This recommendation was made by Charles M. Walker, Los Angeles attorney, in addressing 500 lawyers and accountants attending the sixth annual Institute on Federal Taxation at the U. of Southern California School of Law recently.

Because tv is such a young industry it has not had time to develop depreciation standards for pictures filmed expressly for video or for old feature-length movies bought to show on the new medium, Mr. Walker pointed out.

"Resolve the doubts in your own favor," he advised tv film producers. "Take amortization in full for the first year, minus a dollar or two, and negotiate the problem later with the tax people."

If the government demands additional taxation, 6% interest will have to be paid on it, but Mr. Walker said tv film producers have no other road to take until they build up a backlog of experience so they can estimate the useful life of their pictures and anticipate the revenue they will earn.

"For feature-length pictures in theatre distribution," he said, "amortization is fairly well standardized, using either the distributor's experience or a formula based on estimated revenue.

"For pictures filmed for tv, the residual value for secondary release depends upon the type of program and coverage achieved by the first release. Some secondary release is certain because few, if any, programs make back costs in the first release.

"No useful life can be estimated for old feature length films purchased for tv. Some old pictures released to tv for a first run at a nominal sum have brought several times the first-run price at the third showing."

Answers in 16mm Film Suit Ordered To Be Held Sealed

MANTLE of secrecy was thrown over answers of defendants Warner Bros. Pictures Inc., Warner Bros. Picture Distributing Corp. and Films Inc., in the Department of Justice's antitrust suit to force release of 16mm feature motion pictures to tv and other outlets.

This action was taken by Federal Judge Ben Harrison in Los Angeles last Wednesday when he ordered the answers sealed on motions of attorneys Gordon L. Files for Warner Bros. and Robert T. Meyers for Films Inc., who said that the answers would reveal "trade secrets and other confidential information."

Eight other defendants in the Government's suit filed their answers to the interrrogatories without requesting they be sealed. They include Columbia Pictures Corp. and subsidiary Screen Gems Inc.; Universal Pictures Corp. and subsidiary United World Film Corp.; 20th Century-Fox Film Corp.; Republic Pictures Corp.; Republic Productions Inc., and Pictorial Films Inc.

JAPANESE and Chinese editions of Herbert A. Philbrick's *I Led Three Lives*, which is dramatized by Ziv Television Programs Inc., are examined by the author and John L. Sinn (r), Ziv president. The story of Mr. Philbrick's nine years as an FBI undercover agent in the Communist party is currently on 110 tv stations.

Five Salesmen Added by Ziv

ADDITION of five salesmen to the Ziv Television Programs sales staff was announced last week by M. J. Rifkin, sales vice president, who disclosed that additional appointments for the midwest areas will be made shortly. He added that present plans call for the addition of ten men by the end of the year.

The New England sales group was bolstered by the acquisition of Edward Callahan, former New England sales manager for 20th Century-Fox, and Harry Wheeler, previously sales manager for WCOP Boston. Other assignments include those of Bernard Benjamin, former eastern sales manager for National Transitads, to upper New York State; Thomas Beemer to the western region with headquarters in Salt Lake City, and Joseph Kotler to the midwest division.

Mr. Rifkin said he has scheduled several days of conferences with Frank O'Leary, Ziv representative in Chicago, to discuss further expansion plans in the Chicago area, as well as proposals for new Ziv tv property.

Film Sales

Standard Oil Co. of Calif., San Francisco, replaces weekly half-hour *Chevron Theatre* with *Waterfront*, weekly half-hour series filmed by **Roland Reed Productions,** Culver City, on an initial 10 Western tv stations, starting Jan. 3. Series, starring **Preston Foster** as a tugboat captain, was selected, according to a BBDO spokesman, because a continuing character is believed to become more easily identified with the product. Stations set are KMJ-TV Fresno, KFMB-TV San Diego, KTTV (TV) Hollywood, KGO-TV San Francisco, KERO-TV Bakersfield, KPHO-TV Phoenix, KPTV (TV) Portland, KDYL-TV Salt Lake City, KHQ-TV Spokane and KING-TV Seattle. Agency is BBDO.

•

DuMont Tv Film Sales, New York, announces the sale of the 1953-54 season of *Madison Square Garden* to **Pearl Beer,** San Antonio, Tex., through **Pitluk Adv. Co.** Telecasts are scheduled to start Wednesday on WBAP-TV Fort Worth, and time clearances are being sought for San Antonio and Houston. Special openings and closings for the program are being filmed for Pearl Beer by **Winik Films Corp.** Other recent sales of series include KWFT-TV Wichita Falls, Tex., and KMJ-TV Fresno, Calif., for **Bonnie Dog & Cat Food.**

•

Sarra Inc., New York and Chicago, has completed three 60-second commercials for **Burton-Dixon Corp.** (mattresses, pillows), Chicago, through **Robert B. Wesley & Assoc.;** two 60-second commercials for **Aluminum Goods Mfg. Co.** (cooking goods), Manitowoc, Wis., through **Cramer-Krasselt Co.,** Milwaukee; two 20-second commercials for **Barton Mfg. Co.** (shoe polish), St. Louis, through **Gardner Adv. Co.;** six 60-second commercials for **Beatrice Foods Co.** (Chinese foods), Chicago, through **Foote, Cone & Belding,** and one 60-second commercial for **Allen B. Wrisley Co.** (bubble bath), Chicago through **Earle Ludgin & Co.**

Distribution

Emerson Yorke Studio, New York independent film producer, has signed a contract with **Sterling Television Corp.,** also New York, for exclusive tv release and distribution throughout the U. S. and Canada of a series of 13 one, two and three-reel pictures produced by Yorke. Deal is for three years. Special Spanish tracks are being recorded for the Latin American tv market. Films were on the tv restricted list heretofore.

Production

Flying A Productions, Hollywood, has been contracted to film a group of half-hour programs in ABC-TV *Cavalcade of America* series for **DuPont.** Production, with **Armand Schaefer** personally supervising, starts the end of the year. Firm has also started production on first six half-hour films in *Annie Oakley*, a CBS-TV film.

•

Gross-Krasne Inc., Hollywood, this week (Nov. 5) starts production on new *Lone Wolf* half-hour tv film series starring **Louis Hayward.** Shooting starts on location at the Sands Hotel, Las Vegas. **Barney Girard,** former producer-writer-director with Bing Crosby Enterprises, is set to direct from scripts by **Robert Dennis.**

•

Cornwall Productions, N. Y., has signed **Joan Harrison** as producer on first 13 *Janet Dean, R. N.*, tv films, on which production is scheduled to start today (Monday) at the Marion Parsonnet Studios on Long Island. The films will be distributed through **Motion Pictures for Television,** N. Y.

•

United Press Movietone reported last week it is again preparing "Cavalcade of 1953" and the "Year-End Sports Review for 1953" for release to television stations. Both the news and sports shows will run 26½ minutes each, with up to seven breaks for commercials.

•

Cornell Film Co., N. Y., has signed golf professional Jimmy Demaret to appear in a series of 13 quarter-hour tv filmed programs. The script will be written by Bob Brumby, well-known golf writer.

•

Keitz & Herndon, Dallas, announces it has begun shooting a 30-minute documentary film in color of the 1953 State Fair of Texas for the Texas State Fair Assn. The firm also has in production thirteen 15-minute tv shows entitled "Fin and Feather Forum" dealing with hunting, fishing and game conservation.

SAMS' '54 COVERAGE STUDY POSTPONED

B•T spot check shows advertisers, agencies, networks and station representatives for the most part oppose study of radio-tv circulation next spring. Whether Nielsen measurement will proceed is uncertain.

PLANS of Standard Audit & Measurement Services to conduct a national study of radio and television station circulation next spring have been postponed, SAMS announced last week, attributing the decision to insufficient industry interest in another study so soon after that of 1952. Whether A. C. Nielsen Co., whose first Nielsen Coverage Service measurement also was conducted in 1952, will proceed with another one in 1954 meanwhile appeared uncertain. Nielsen authorities said a second one would be made, but not necessarily next spring, and that timing would be determined by industry desires.

A spot-check by B•T among advertisers, agencies, networks and station representatives turned up no strong sentiment for—and, more frequently, revealed active opposition to—another study in 1954.

Coverage versus Sales

One station representative said coverage measurements could not come close to showing the full extent to which radio sells merchandise and that he would be "happy" if his station clients never subscribed to another one, although he did feel a state-by-state count of tv set ownership would be helpful. Nielsen is launching such a set-count this week. Another representative said he, too, would advise against another study in 1954, asserting that it had taken until recently to put data from the last survey into useful form, so that another one next spring would mean stations were getting only slight mileage out of their 1952 subscriptions and the money they cost.

A network spokesman noted that not only are such studies expensive, but that "We have a three-year pattern established and don't see why we should change now to a two-year pattern." He felt that "There are a lot of other areas of radio research that need exploring and seem more worthy of our budget than another coverage study."

On the other hand, an official of a major agency said he would like to see coverage measurements come out every two years, while an advertiser reported that, although he would like to see such studies made more frequently, he felt that one starting early next year would be tabulated too late in the season to be of real value. Spokesman for another agency said its decision to buy another coverage study would depend upon the cost in relation to what it considered the need.

In announcing SAMS' decision to postpone its own 1954 study plans, President Kenneth H. Baker said that "The response to Standard's proposal to do another national study in 1954 does not justify our going ahead with it. Instead, Standard will defer its present plans for another year and at that time will announce its plans to conduct a study in the spring of 1955. In the meantime we will continue to service the industry with the data available from the 1952 measurement." He said Standard is returning the contracts already received for the 1954 study.

Nielsen, which has a nation-wide tv set census under way, has not sounded out networks or stations about a 1954 coverage measurement, according to spokesmen. However, some 150 stations in signing up for NCS No. 1 signed for No. 2 as well, thereby getting the benefit of a special price.

New York Non-Tv Homes Cut by Half—Advertest

NON-TV homes in the New York metropolitan area have been cut from 36% to 17% since July 1951, according to a September survey among 754 non-tv homes by Advertest Research, that organization reports in its current issue of *The Television Audience of Today*.

Based on current predictions this 17% will be cut to 9% within two years, the survey indicated, adding that in 1951 some 49% of non-tv homes surveyed reported they expected to buy a tv set within two years. The study indicates non-owners have smaller than average families, 68% reporting no children.

Some 98% have seen a tv program and 55% watch tv regularly, mostly on weekends and mostly in the homes of friends. The shows most non-owners recall viewing are *Arthur Godfrey* and *Your Show of Shows*, with *Toast of the Town* and *I Love Lucy* third and fourth, respectively.

Non-owner daily tv viewing has risen from 11 to 13 minutes during the two years, with the average radio time up from two to three hours daily among the same group.

The greatest number of non-owners do not own a tv set because they can't afford it. One-fourth said they don't have sets because they don't like present programs or are not interested.

Of the entire sample, 20% plan to buy a tv set within a year and 31% have made up their minds what brand they prefer, compared with 72% in 1951. RCA leads, followed by DuMont, the same preferences as in 1951.

'Lux Theatre' Tops NNR, Godfrey Leads Daytime

NATIONAL Nielsen Rating for radio programs during the week of Sept. 20-26 again puts *Lux Radio Theater* at the top with an estimated audience of more than three and one half million homes.

The weekday ratings show that daytime listening to two Nabisco segments of *Arthur Godfrey* reached more than three million homes.

The NNR follows:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average for all Programs)	(1,071)
1	Lux Radio Theater (CBS)	3,536
2	People Are Funny (CBS)	3,401
3	My Little Margie (CBS)	3,312
4	Arthur Godfrey's Scouts (CBS)	3,267
5	You Bet Your Life (NBC)	3,178
6	Great Gildersleeve (NBC)	3,043
7	Jack Benny Show (CBS)	2,909
8	Mr. and Mrs. North (CBS)	2,551
9	Richard Diamond (CBS)	2,462
10	Yours Truly, Johnny Dollar (CBS)	2,462
EVENING, MULTI-WEEKLY		
	(Average for all Programs)	(985)
1	One Man's Family (NBC)	2,148
2	News of the World (NBC)	1,925
3	Lowell Thomas (CBS)	1,656
WEEKDAY		
	(Average for all Programs)	(1,745)
1	Arthur Godfrey (Nabisco) (Tu & Th) (CBS)	3,133
2	Arthur Godfrey (Liggett & Myers) (CBS)	2,999
3	Arthur Godfrey (Lever) (CBS)	2,954
4	Arthur Godfrey (Pillsbury) (CBS)	2,909
5	Arthur Godfrey (Star Kist) (CBS)	2,864
6	Romance of Helen Trent (CBS)	2,864
7	Our Gal, Sunday (CBS)	2,730
8	Wendy Warren and the News (CBS)	2,730
9	Ma Perkins (CBS)	2,730
10	Arthur Godfrey (Nabisco) (Fri.) (CBS)	2,730

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SEPTEMBER NETWORK SALES JUMP 10%

PIB reports $30 million in radio-tv timesales during the month. First nine-months figures also are up over 1952.

COMBINED gross time sales of the nationwide radio and tv networks in September amounted to a total of $30,390,316, an increase of 10.5% from the $27,501,474 gross for September 1952, according to data provided BROADCASTING • TELECASTING by Publishers Information Bureau. Combined radio-tv network gross for the first three-quarters of the year shows this year 10.9% ahead of last—$274,349,688 to $247,451,627.

Tv networks in September grossed 24.8% more than in that month of last year. Radio networks, however, were off 5.7% from September of 1952. For the nine-month periods, the tv network total time sales this year were 21.6% ahead of those for the same period a year ago. Radio networks were just about even, with the January-September 1953 gross 0.2% ahead of that for the same months of 1952.

Network-by-network PIB reports for September and January-September, for both radio and tv, this year compared with last, follow:

NETWORK RADIO

	Sept. 1953	Sept. 1952	Jan.-Sept. 1953	Jan.-Sept. 1952
ABC	$ 2,152,066	$ 2,533,785	$ 21,497,579	$ 26,592,063
CBS	5,006,909	4,846,978	45,954,415	42,436,131
MBS	1,777,795	1,607,485	16,740,262	14,534,500
NBC	3,221,419	3,901,715	34,667,788	35,046,302
Total	$12,158,189	$12,889,963	$118,860,044	$118,608,996

NETWORK TELEVISION

ABC	$ 1,376,017	$ 1,172,057	$ 13,796,753	$ 14,170,605
CBS	8,504,925	5,860,751	67,947,826	48,419,024
DTN	602,556	809,475	7,159,425	6,944,100
NBC	7,748,619	6,769,228	66,585,640	59,308,902
Total	$18,232,127	$14,611,511	$155,489,644	$128,842,633

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	Total
Jan.	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$ 13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
March	2,797,544	5,526,360	1,995,478	4,342,082	14,661,464
April	2,637,364	5,375,243	2,008,990	4,196,009	14,217,606
May	2,593,923	5,333,481	2,038,210	4,141,070	14,106,684
June	2,113,725	5,226,096	1,926,865	3,979,471	13,246,157
July	2,030,989	4,869,719	1,830,467	3,494,330	12,225,505
Aug.	1,958,683	4,790,114	1,738,248	3,219,250	11,706,295
Sept.	2,152,066	5,006,909	1,777,795	3,221,419	12,158,189
Total	$21,497,579	$45,954,415	$16,740,262	$34,667,788	$118,860,044

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DTN	NBC	Total
Jan.	$ 1,604,892	$ 7,083,619	$ 982,794	$ 7,604,638	$17,275,943
Feb.	1,481,032	6,621,629	862,299	6,876,029	15,840,989
March	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
April	1,640,597	7,770,181	819,398	7,513,430	17,743,606
May	1,813,985	7,622,432	864,870	8,052,545	18,353,832
June	1,607,320	7,399,078	803,848	7,324,315	17,134,561
July	1,299,471	7,422,337	511,047	6,903,092	16,135,947
Aug.	1,244,993	7,783,813	657,746	6,564,841*	16,251,393*
Sept.	1,376,017	8,504,925	602,566	7,748,619	18,232,127
Total	$13,796,753	$67,947,826	$ 7,159,425	$66,585,640	$155,489,644

*Revised 10/26/53

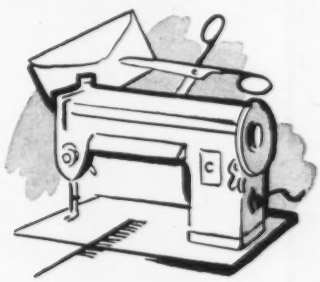
Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

TAKE GENERAL MERCHANDISE SALES, FOR INSTANCE!

6.3%	CEDAR RAPIDS	
13.7%	TRI-CITIES	
16.9%	DES MOINES	
5.4%	DUBUQUE	
8.4%	SIOUX CITY	
5.7%	WATERLOO	
44.8%	REMAINDER OF STATE	

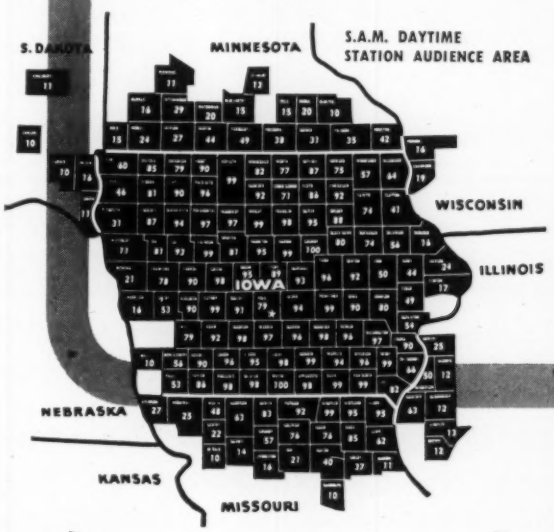


Figures add to more than 100% because Rock Island County, Illinois is included in Tri-Cities.

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

65.4%	Food Stores
61.6%	Eating and Drinking Places
44.8%	General Merchandise Stores
55.6%	Apparel Stores
60.7%	Home Furnishings Stores
65.1%	Automotive Dealers
73.2%	Filling Stations
79.6%	Building Material Groups
60.4%	Drugstores

Source: 1952-'53 Consumer Markets



FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

RADIO-TV NEWSMEN PROTEST BARRIERS TO FREE SPEECH

Washington convention of Radio-Television News Directors hears progress reports on the efforts to increase the importance of news in station operation, and takes government and the courts to task for discriminating against broadcast coverage.

RADIO and tv newsmen have made notable progress in their fight to beat down barriers to freedom of speech and to obtain equality with other media, delegates of the Radio-Television News Directors Assn. learned last week at their annual convention in Washington.

They face a long fight, however, as they continue a leading part in the all-media campaign to protect basic American rights. The radio-tv newsmen spent the week reviewing achievements of the year and studying ways of enlarging the station revenue brought in by newscasts—one of the most important money sources in the industry.

In their Monday-Wednesday convention the newsmen met with high government officials and frankly talked over the problems of obtaining equal access to public events. By Wednesday night, when the convention closed its sessions, these developments were on the record:

• Attorney General Herbert Brownell Jr. promised White House relief from the old Truman censorship order. He invited newsmen to keep him posted on news coverage techniques as well as instances of discrimination.

• NARTB President Harold E. Fellows warned of governmental and judicial bars to radio and tv and said RTNDA must be alert to stand for coverage rights and oppose censorship tactics.

• RTNDA adopted a series of resolutions pledging greater efforts to combat efforts to close news sources.

• The RTNDA Freedom of Information committee urged a series of actions to protect industry rights.

• J. Russell Wiggins, managing editor of the *Washington Post* and chairman of the American Society of Newspaper Editors' Committee on Freedom of Information, warned that access to judicial and governmental proceedings, a basic principle of democracy, "is in more jeopardy than in many generations."

While delegates spent much of their time working on the protection of fundamental rights, they held a series of workshop sessions and briefings in which ways to improve news service were studied.

James C. Hagerty, news secretary to President Eisenhower, joined other government officials in recognizing the right of radio and television to cover public events and government proceedings on a par with printed media (see story page 54. Among speakers endorsing radio-tv equality were Leonard F. Erikson, Voice of America director; Chairman Lewis Strauss, Atomic Energy Commission; John DeChant, Civil Defense Administration director of public affairs, and Sen. James H. Duff (R-Pa.). The speakers also commended radio and tv on their reputation for accuracy in covering the news.

In its business session RTNDA elected James Byron, WBAP-AM-TV Fort Worth, president; Russ Van Dyke, KRNT Des Moines, vice president; Sheldon Peterson, KLZ Denver, treasurer; four board members—Godfrey Hudson, CFQC Saskatoon, Sask.; Dick Cheverton, WMT Cedar Rapids, Iowa; Jim Monroe, KCMO Kansas City, and Ed White, WMCT (TV) Memphis. Robert Downey, WKAR Michigan State College, was reappointed executive secretary. Chicago was selected as the 1954 convention site.

The RTNDA board named the following regional officials: Robert Grant, KRNR Roseburg, Ore. (West); William F. Hogg, Canadian Broadcasting Corp. (Canada); Jack Knell, WBT Charlotte (South); James McGaffin, WOW Omaha (Midwest), and Monroe Benton, WNYC New York (East).

Resolutions adopted by the delegates commended WOV New York for leading the fight to get round-by-round coverage rights to the Marciano fight and its effort to obtain unlimited rights to broadcast any news that can be obtained legally; endorsed the basic principle of the *Cleveland Press* appeal from conviction on a contempt charge following use of a courtroom photo; commended the Northwestern U. television news seminar held last spring; praised work of officers and committees; noted with concern the increasing tendency of Congressional committees to close their doors to microphones and tv cameras, and demanded equality with other media.

Discrimination Condemned

A resolution condemning the military for instances of discrimination against radio and tv was sent to the board for revision, with power to act. The new language will apply to a broad field of public agencies.

Attorney General Brownell pointed to a new "open-door policy" at the Dept. of Justice in pardons, tax settlements and similar proceedings. He countered this, however, with the statement that he agreed with American Bar Assn. thinking on the subject of court restrictions against microphones and cameras.

In a question-answer session he invited views of broadcast newsmen on the subject and asked to be kept informed on technical developments that permit broadcast coverage without interrupting, delaying or hampering proceedings. Newsmen described briefly the successful techniques used to cover United Nations deliberations.

The Attorney General disclosed that the President will soon issue an order that will eliminate much of the unnecessary secrecy in governmental agencies. It will succeed the September 1951 order (No. 10290) of President Truman which granted Federal officials broad powers to suppress news. This order has built up strained relations between news media and the government.

He said the new order, based on conferences with media, is expected to withdraw authority of many agencies to classify information; give only the agency head the right to classify information in specified agencies, a right that cannot be delegated; kill the "restricted" classification, a catch-all clause; direct each agency to review classified material; provide more ex-

LOCAL ARRANGEMENTS for the news directors meeting were handled by Ted Koop, (l), CBS Washington, who is seated here with (l to r): Beckley Smith, KQV Pittsburgh; John F. Hogan, Voice of America; James A. Byron, WBAP Fort Worth, new RTNDA president, and James C. Hagerty, news secretary to President Eisenhower.

FOUR top award winners at the Radio-Television News Directors Assn. convention accepted Medill School of Journalism station trophies (l to r): Ralph A. Renick, WTVJ (TV) Miami; Godfrey Hudson, CFQC Saskatoon, Sask.; Paul W. White, KFMB San Diego, and James A. Byron, WBAP-TV Fort Worth.

WJIM-TV

More Coverage !

More Power !

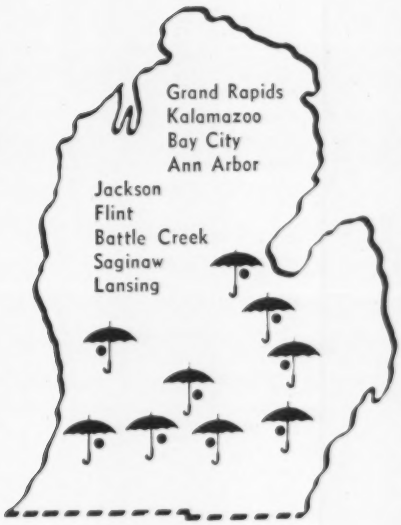
NOW IN OPERATION . . . new 600 ft. tower

. . . power increase from 19 kw to 31 kw

. . . primary area now includes Flint, Saginaw, Jackson and Battle Creek.

. . . new service area includes Bay City, Ann Arbor, Kalamazoo and Grand Rapids.

OLD



NEW

WJIM-TV

CHANNEL 6

Truly an Area Station!

H-R Television, Inc

plicit definitions and examples, and set up a continuing system of independent review for classified material.

Jim Bormann, WCCO Minneapolis, reporting as chairman of the RTNDA Freedom of Information Committee, recommended that the association continue to take an active role in the all-media campaign "to defend the right of the people to know." The recommendation was adopted.

The committee reported in detail on legislation and rulings "inimical to our concept of freedom of information" and found "a notable decline in attempts to restrict these important media so far as access to the news is concerned." The important victory of coverage of the 1952 political conventions was cited. The committee advocated advisory conferences between media and those who would exclude broadcast facilities.

The Tv Committee, headed by R. J. Rowley, WXEL (TV) Cleveland, reported that court bans against television are "almost complete" and predicted the day may come when court rooms and Washington committee rooms have permanent equipment for radio, tv and newspaper coverage.

News provides the "bellwether program" of American radio, as much as anything on the air, and its "basic service," Mr. Fellows told the Tuesday luncheon. Techniques for its presentation even today are only partially explored, he added, and predicted an even more important role for news when new transmitting and receiving techniques are perfected.

Recognizing the growing interest of management in news, he said, "More and more broadcasters are turning to professionally qualified newsmen to handle this delicate assignment. More and more news is being scheduled on radio and television. More and more station managements are requiring that those charged with this news and editorial function report directly to station management, recognizing the unusual marriage of the station's interest to the public interest in this aspect of broadcasting."

Mr. Fellows called on the association to "dig out" the "liars and libelers, the irresponsible and unjust." He urged the newsmen to fight for their right of access to public events and recalled the recent fight against efforts to conrol radio and tv coverage of a recent championship fight.

He said radio stations are prospering, along with television and newspapers, and noted that broadcasters at the 15 NARTB district meetings showed renewed confidence and optimism.

A new policy committee will be named by RTNDA to "find out just what is the place of radio and television news in the scheme of things of the wire services." The delegates adopted the report of a study committee headed by Dick Oberlin, WHAS-AM-TV Louisville. Other members are Mr. Grant and Ed Kirk, WPTF Raleigh, N. C.

Some of the questions to be answered are: "How much do we pay them for what they provide us in the way of news? Are they overpaid or underpaid? Do we get the services for which we are paying? What can be done to improve that service? What additional services might we reasonably demand that are not being provided? Is our importance to the UP, AP and INS in the next two or five or ten years going to remain the same? Will it decrease? Or will we be more important? If we are going to be more important—rather than less—should we not prepare ourselves for added responsibilities? And how can we best do this."

The committee is to be self-perpetuating, with overlapping personnel from year to year. Future studies will be based on findings of the policy group.

Mr. Oberlin presided at a panel on the future of radio and television news. Participants were John S. Hayes, president of WTOP-AM-FM-TV Washington; Robert K. Richards, NARTB administrative vice president, and Edwin H. James, B•T senior editor.

Explaining importance of news to his stations, Mr. Hayes said the news staff comprises 41 persons. He suggested four basic policies for stations: (1) separate news department; (2) news director must have autonomy with access to the station manager; (3) news should be written by skilled newsmen, not announcers; (4) stations should spend whatever is necessary to do the job.

Mr. Richards, citing NARTB's recent survey of station news activities, said management is finally starting to appreciate the value of news. Answering a query, he advocated editorializing on an expanded basis but warned that radio must protect its record for impartiality and fairness. "You will be more respected if you have an opinion," he said, but suggested more caution is needed in tv editorializing. He found a tendency toward integration of radio and tv in production of news for the air.

Mr. James said radio news is well established and will be a vital force as long as there is radio, which is "infinity." He called for more original reporting. Television news is still developing, he said, and might well copy some of the reporting techniques of the older media.

Radio and tv newsmen will receive wider recognition among Washington officials, according to Mr. Hayes, with arrival of new generations that have grown up knowing the power of these two relatively new media.

NBC staged a television news workshop Tuesday afternoon, using film and live cameras, projection equipment and a fast film-developing unit. Taking part in the tv news panel were Julian Goodman, NBC Washington news manager, panel chairman; William R. McAndrew, NBC manager of news; Ralph Renick, news director of WTVJ (TV) Miami; Howard Kaney, CBS-Television manager of news and news films, and Fritz Littlejohn, ABC-TV director of news and public affairs.

Facsimile systems were demonstrated by International News Service and United Press.

HEAD TABLE diners at the news convention included (l to r): Paul White, KFMB San Diego, who presided at the Monday luncheon; Tom Eaton, WTIC Hartford, retiring RTNDA president; Arthur M. Barnes, WSUI Iowa City; Charles Harrison, WFIL-AM-TV Philadelphia, and Russ Van Dykes, KRNT Des Moines, new vice president.

'News Conferences'

PRESIDENTIAL Secretary James C. Hagerty was pleasantly chided last week because his title isn't "News Secretary" or better still, "Radio-Television Secretary." Introducing Mr. Hagerty to the Monday luncheon of Radio-Television News Directors Assn., Paul White, KFMB San Diego, recalled the long-time effort of the broadcast media to obtain White House recognition.

"I've always been careful to call the President's conferences 'news conferences,'" Mr. Hagerty said.

Seven Stations Win Medill News Awards

SEVEN awards to radio and tv stations for news coverage were presented at the convention of Radio-Television News Directors Assn. in Washington last week. The annual competition is conducted by the radio-tv department of Medill School of Journalism, Northwestern U.

Prof. Baskett Mosse, radio-tv chairman of the school and head of the awards committee, presented gold trophies to the four winners of "outstanding service" awards and certificates to stations for "distinguished achievement." Presentations were made at the Wednesday banquet, winding up the three-day RTNDA meeting.

The four trophy winners were:

CFQC Saskatoon, Sask. — Outstanding radio news operation (95% of programs are commercial); Godfrey Hudson, news director; A. A. Murphy, president.

WTVJ (TV) Miami—Outstanding tv news operation (second consecutive year); Ralph A. Renick, news director; Mitchell Wolfson, president.

WBAP-TV Fort Worth—Outstanding tv reporting or special event; James A. Byron, news director; George Cranston, general manager.

KFMB San Diego—Outstanding radio investigative reporting by Paul W. White, executive editor; Howard L. Chernoff, general manager.

Distinguished achievement awards for radio news were made to WHO Des Moines and WCAU Philadelphia; for television news to WBAP-TV; for radio reporting, KOWH Omaha.

Contest judges were Erle Smith, KMBC Kansas City; William Ray, NBC Chicago, and Prof. Floyd Arpan, Medill.

AWRT Plans Convention

PLANS for the April 22-25, Kansas City convention of American Women in Radio & Television will be drawn up at an Oct. 31-Nov. 1 meeting of AWRT's board of directors in Kansas City. Doris Corwith of NBC, AWRT president, will preside. Anne Hayes, KCMO Kansas City, is convention chairman; Edyth Neserand, former AWRT president, is convention director.

The Heart of America chapter of American Women in Radio & Television will be host to the convention. Martha Bohlsen, radio-tv home economist for Tidy House Products Co., Shenandoah, Iowa, is chapter president.

all this and more on channel 4 SEATTLE

all this

After December 11 your sales message will reach this vast, rich market with a stronger, clearer signal and picture on KOMO-TV, Channel 4. Maximum power of 100,000 watts combined with a maximum antenna height of 1,000 feet (highest in the area) on low Channel 4 will give your TV advertising the best Western Washington coverage of any station in the area. Hitherto "blind spots" and fringe areas will now be covered by big and powerful KOMO-TV.

and more

KOMO-TV will be the NBC television affiliate for Seattle and Western Washington. KOMO-TV will have the star-studded programs at the same time they are aired in New York City. The outstanding personalities in the Pacific Northwest in news, home service and variety are scheduled as participation features. Plan your TV spots adjacent to, or in, the best shows in Western Washington.

KOMO's prestige and leadership in the field of radio for over twenty-six years is the heritage of KOMO-TV. Studio facilities which were designed and built for television are second to none in Western Washington for accessibility, acoustical qualities and size. KOMO-TV has the personnel, talent, facilities and experience to do the best television advertising job in Western Washington.

KOMO TV

NBC FOR SEATTLE AND WESTERN WASHINGTON

SEE YOUR GEO. P. HOLLINGBERY REPRESENTATIVE FOR TIME, PARTICIPATION AVAILABILITIES AND SPOT ADJACENCIES—MINUTE, 20 SECOND OR ID—TO START DEC. 11. PLACE YOUR ORDER NOW!

XUM

NARTB DIST. 3 URGES 'BOOST RADIO'

Delegates to Philadelphia meeting take stand against quantitative ratings, favor qualitative studies.

BROADCASTERS should make the advertising and media world acutely aware of new research material showing radio's wide penetration and its strong hold on the public, in the opinion of NARTB District 3 delegates who met Oct. 23-24 at Philadelphia.

Following a strong condemnation of coincidental rating studies by Gordon Gray, vice president of the Goodwill Stations, the district called on NARTB to cooperate in such research as the Politz studies for stations represented by Henry I. Christal Co. [B•T, July 27].

The NARTB resolution also urged full publicity for tv research as well. The Politz study showed radio to be the indispensable medium commanding a universal audience.

Other resolutions adopted at the district meeting praised service of Director George H. Clinton, WPAR Parkersburg, W. Va., and the NARTB staff executives, along with speakers. Tribute was paid Clarence L. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia, who forecast extensive growth of spot and local radio [B•T, Oct. 26]. WOV New York was commended for its role in leading the fight for right to report the Marciano-La Starza fight round-by-round.

District 3 took a firm stand against bait advertising, calling it "misrepresentation" and declaring it impairs the integrity of radio and tv advertising. It urged stations to cooperate in worldwide celebration of the 250th anniversary of Benjamin Franklin's birth. Mr. Jordan is chairman of the international observance.

Mr. Gray pointed out that broadcasters compete with themselves instead of other media in using coincidental ratings. Noting that radio research emphasizes quantities of radio without demonstrating its qualities, he answered the question, "What do you use if you don't use ratings?" in this fashion:

"What we use for selling tools are the fundamental tools that we will always have to use, namely, your facility, its power, frequency, and mechanical coverage; the story of your local programs, or your network affiliation; of your standards of practice, what you will do and what you will not do commercially; of your integrity of management; of your stature in your own area (are your public service programs public service or just a gesture); of your audience confidence; how do you compare to *The New York Times* for acceptability; of the company you keep; of your adherence to your rate card; of your relative cost, and last but not least your success stories."

The NARTB district meetings slate ends this week with District 1 in Boston's Somerset Hotel Wednesday and Thursday.

MORE NARTB District 3 delegates (l to r): Will Ketner, WVAM Altoona; Jack Snyder, WFBG-AM-TV Altoona; Clarence L. Jordan, N. W. Ayer & Son; Roger W. Clipp, WFIL-AM-TV Philadelphia; Mrs. L. H. Rogers and Mr. Rogers, WSAZ-AM-TV Huntington, W. Va., and Ed Smith, WCMB-AM-TV Harrisburg.

AT NARTB's District 3 meeting in Philadelphia were (l to r): seated, George Clinton, WPAR Parkersburg, district director; Roy Morgan, WILK-AM-TV Wilkes-Barre; Mrs. Douglas Holcomb, WGBI-AM-TV Scranton; Tom Martin, WEEU-AM-TV Reading; standing, Clair R. McCollough, Steinman Stations; L. Waters Milbourne, WCAO Baltimore; Roy Thompson, WRTA Altoona, Pa., and W. J. Thomas, WCPA Clearfield.

Farm Programs Discussions Set for Chicago NARFD Meet

HALF of a day will be set aside for discussion of successful farm tv programs during the upcoming convention of the National Assn. of Farm Directors in Chicago, Nov. 27-29. All sessions will be held at the Conrad Hilton Hotel.

The afternoon of Nov. 28 will be utilized for analysis and talks on farm tv promotion, sales and programming, according to Harold J. Schmitz, KFEQ St. Joseph, Mo., who also edits the NARFD monthly *Chats*.

ok CBS you left us holding the bag; but ours has a gun in it!

Funny thing, CBS, this could happen only once in a million years! We mean it.

We picked up the N. Y. HERALD TRIBUNE* this morning (Oct. 26) and saw your grand full-page, "She shall have radio wherever she goes . . ."

It was, and is, a sizzler and BROADCASTING-TELECASTING is proud to carry it, too. (See pages 6-7). But—

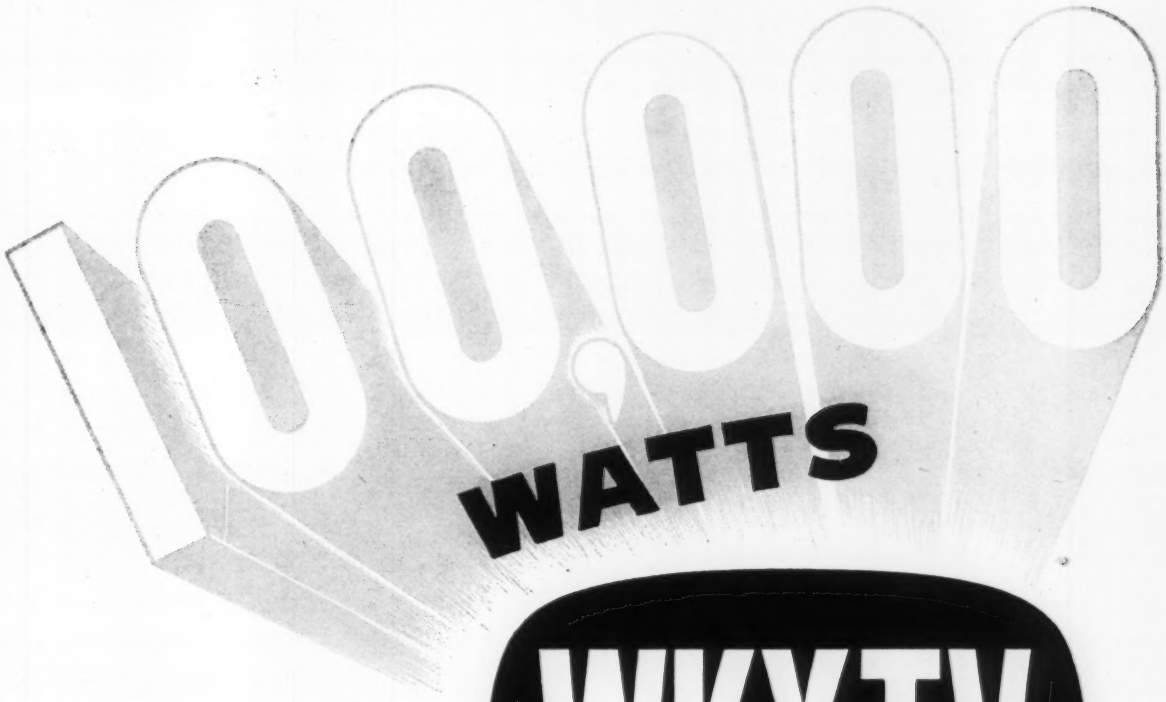
Joe Creamer wrote "why the girl in Barlow's office packs a .25" a few weeks ago. (See pages 40-41).

We'll be darned if the photo in your piece wasn't almost identical with the one Joe planned even to the strewn coins. But, Joe packed a .25 in our purse.

Gun or not, we're both telling a radio story!

* Also ran in NEW YORK TIMES and WALL STREET JOURNAL.

NOW—*Increased to*



WKY-TV

LOW BAND CHANNEL 4

MAXIMUM POWER! HIGHER TOWER!

Imagine the increased effectiveness of WKY-TV's weekly 115 hours of popular programming . . . now telecasting with maximum power over Oklahoma's ideal flat terrain using new 6 Bay Antenna from a 975 foot tower.

FIRST IN OKLAHOMA WITH

MAXIMUM POWER IN LOW BAND VHF

Formula for Advertisers and Their Agents:

WKY-TV's Increased Radiated Power **+**
WKY-TV's Established Audience Leadership

= *INCREASED SELLING POWER!*

Before increased power WKY-TV reached more than 232,310 TV homes (Oct. 1, 1953)

Owned and operated by
The Oklahoma Publishing Co.
The Daily Oklahoman
Oklahoma City Times
The Farmer-Stockman
WKY-Radio. *Represented by*
THE KATZ AGENCY

Why the girl in Barlow

ffice packs a .25

This is a rather strange little tale. It's an incident from the life of Ellen Friendly*. Now, don't get us wrong. Ellen is the devoted secretary and jane-of-all-trades for Harvey Barlow, senior partner in the Madison Avenue office of Barlow & Benninger.

■ But Ellen packs a .25 . . .

It gleams dimly in the corner of her secretarial handbag. Ellen's never used the darn thing, but you know how stories go.

The story —

Barlow's a fiend at radio and television though he's good at tossing a fast curve when it comes to a newspaper, magazine or outdoor campaign.

But radio's his meat. You'll find his and his co-workers' commercials walloping a client's story into homes in Ponce, Puerto Rico, or Sitka, Alaska; or maybe in Chicago, Syracuse or Seattle.

Barlow knows at the flip of a finger what the rates are wherever radio is sold, or bought. He knows *exactly* who's who in the top personnel brackets—not to mention their accounts. He knows up-to-the-minute gross radio revenue and what he doesn't know about Hooper, Nielsen and other crack radio analysts you could fit in a midget's thimble . . . thanks to his BROADCASTING YEARBOOK.

You want to spray Lander, Wyoming, with profit-making sound? (Yes, there *is* a Lander and it's in Wyoming.) Harvey can tell you with a flip of his finger why Lander's a sizzler for some things and a dud for others—products and services we mean.

Barlow's got maps in the BROADCASTING YEARBOOK that would make The National Geographic (adv't) grow green with envy. He's got such precise marketing data that it would make a Pawtucket potato blush a tomato red.

He, Barlow, marks all this precious and not-to-be-had-anywhere-else information with the precise care of a Congressional librarian.

No wonder his associates—and that goes for you, too, Benninger!—head for his YEARBOOK when they're holed for an *immediate* answer.

It's just a lazy habit and Miss Friendly knows it. "Why not use their own YEARBOOKS?" she asks. And she's right. The place is packed with 'em. Well, Miss Friendly's fed up with the thing and somebody's going to get a you-know-what from that .25 if the habit isn't broken fast.

Is it any wonder that advertising in BROADCASTING YEARBOOK w-o-r-k-s? Is it any wonder that it snaps the people-who-count in radio to attention faster than a new account?

What we don't know, our customers will tell you. They are up to their hips in the largest, most-attention-attracting, most fruitful, most compact guide to everything that's everything in American radio today—more than 17,000 of them!

Remember, you're not in radio if you're not in the BROADCASTING YEARBOOK. The rates are astonishingly low, the results higher than you'd ever imagine.

Write, wire or phone *now* for an immediate space reservation. BROADCASTING YEARBOOK's crack creative staff will supply copy and layout free of charge if you wish based on your own data.

remember—you're not in radio if you're not in

BROADCASTING YEARBOOK
1735 DeSales St., N. W.
Washington 6, D. C. ME 8-1022.

*No relation to Maggie Friendly, Bolivian carousel queen.

XUM

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5

REPRESENTED
BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

AIMS Stations Note Upswing in Business

Metropolitan operators at Omaha convention report on their activities—and on how they pay their salesmen.

BETTER than three-fifths (62%) of stations belonging to the Assn. of Independent Metropolitan Stations report their business has increased during the past year, they reported at the annual meeting of AIMS held Oct. 19-20 at Omaha.

In surveying its membership, AIMS found that business of 12% of stations was unchanged, with 26% reporting business was below a year ago. Of those reporting a decline, none had fallen off more than 10%.

Independent stations are more than holding their own despite a decrease in hours of listening, it was pointed out, because their share of audience has increased.

Three new members were accepted by AIMS —KOL Seattle, WTIX New Orleans and CKXL Calgary, Alta.

Todd Storz, KOWH Omaha, presided at the meeting as retiring chairman. New officers elected were Sherman Marshall, WOLF Syracuse, chairman, and Robert D. Enoch, WXLW Indianapolis, vice chairman.

Another AIMS survey showed that 11 stations pay salesmen by commission only compared to six who pay both salary and commission. No reporting station paid salary only. Commission-salary total payments ranged from $50 to $100 a week.

Amount of commissions were as follows: 10%, five stations; 12½%, three; 15%, ten; 20%, four. Six stations had a guaranteed floor ranging from $50 to $100 a week, with none having a ceiling. Fourteen stations pay salesmen commission on agency accounts, the fee ranging from 10% to 15%. Twelve pay entertainment expenses of salesmen; five do not.

Five pay transportation allowance ranging from 10 cents a mile to $10 a week; 11 do not have allowances. Eleven pay talent commission; six do not. Four base commission on sales; 13 on collections. Sixteen have "house accounts"; one does not. Fifteen have drawing accounts or advances to salesmen, with nine charging them back later; two have no drawing accounts.

Kentucky Broadcasters Name Layman President

MIKE LAYMAN of WSFC Somerset was elected president of the Kentucky Broadcasters Assn. during the group's fall meeting at Kentucky Dam Village Oct. 22-23. He succeeds Joe Eaton of WKLO Louisville.

Principal speaker at the meeting was Herbert Evans, vice president-general manager of Peoples Broadcasting Co., Worthington, Ohio. F. E. Lackey, WHOP Hopkinsville, director of NARTB District 7, reported on the October meeting of that group.

Other officers elected include: Sam Livingston, WKYB Paducah, first vice president; Gilmore Nunn, Nunn Stations, second vice president; Hugh Potter, WOMI Owensboro, re-elected secretary-treasurer; directors, Mr. Eaton; Arthur Eilerman, WZIP Covington, and Hecht Lackey, WSON Henderson.

OFFICERS of the Assn. of Independent Metropolitan Stations, elected Oct. 19-20 at an Omaha meeting, are (l to r): Robert Enoch, WXLW Indianapolis, vice chairman; Todd Storz, KOWH Omaha, retiring chairman, and Sherman Marshall, WOLF Syracuse, new chairman.

Cancer Society to Hear K&E's Lewis, WHAS' Sholis

WILLIAM B. LEWIS, president, Kenyon & Eckhardt, and Victor A. Sholis, vice president, WHAS Louisville, are scheduled as featured speakers at the publicity forum of the annual meeting of the American Cancer Society, being held this week (Nov. 1-6) at New York's Hotel Commodore.

Mr. Lewis, who served as chairman of the radio-tv committee during the 1953 fund raising campaign of ACS, will talk on "Public Relations and Advertising." Mr. Sholis will discuss "Radio and Television." The Wednesday evening (8-11 p.m.) session also will include a discussion of "Newspapers and Science Reporting" by three science editors: Alton L. Blakeslee of AP, Jack H. Geiger of INS and Delos Smith of UP.

N.C. Broadcasters Set Thursday-Friday Agenda

NARTB Administrative Vice President Robert K. Richards, radio management consultant Fred Palmer and Station Representatives Assn.'s Reginald Rollinson will address the North Carolina Assn. of Broadcasters at its fall meeting Thursday-Friday at Asheville's George Vanderbilt Hotel.

NCAB President Cecil Hoskins, WWNC Asheville, will preside at the meeting, which will be welcomed on the first day by Asheville Mayor Carl W. Eller. Mr. Richards will speak that day on "Radio for Better Profit," and Mr. Rollinson on "Potential of Spot Radio." The first day also will feature talks by Mr. Palmer on "How to Close a Sale" and by Ted Hyman, extension editor of North Carolina State College.

Daytimers' Hours

SENTIMENT of daytime-only stations for revision of FCC rules to provide for uniform, year-'round hours of operation will be given a boost this week at the North Carolina Assn. of Broadcasters' meeting, scheduled this Thursday and Friday at Asheville (see story above).

Bob Wallace, president of WOHS Shelby, N. C., wrote the 43 other daytime outlets in the state urging they attend the meeting so "we daytimers will be able to get together and discuss our problem." He noted it is "apparent that if we are to accomplish our objective, we will have to go it alone since there are powerful segments of the industry opposed to any change" in FCC's rules and regulations.

WMIN-TV

MINNEAPOLIS - ST. PAUL

CHANNEL 11

ABC DUMONT

Announces the appointment of

H-R TELEVISION, INC.

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

as exclusive national representatives

EFFECTIVE NOVEMBER 1, 1953

Radio-TV Week

NATIONAL Radio & Television Week got under way yesterday (Sunday) under auspices of NARTB and Radio-Electronics-Television Mfrs. Assn. Chief event of the week on a national basis is the formal opening of the annual Voice of Democracy Contest in which U. S. Junior Chamber of Commerce joins the two industry trade associations.

Senior high school students will listen to model transcriptions on their local stations, hearing discussions on democracy by leading citizens. School contests will get under way the following week as students prepare their broadcast scripts. School eliminations take place Nov. 16-20, with state judging starting Dec. 7. National judging will start Jan. 4 with the four winners to be announced Feb. 1.

New Jersey Broadcasters Schedule Radio Institute

SIXTH annual Radio Institute of the New Jersey Broadcasters Assn. will be held Nov. 9-10 at the Hotel Hildebrecht, Trenton, it was announced last week by Paul Alger of WSNJ Bridgeton, president of the association.

Harold Fellows, NARTB president, will address the group at a banquet Nov. 9. He heads a program which includes a forum and a panel discussion. The first event, Nov. 9, will feature talks by faculty members of co-sponsoring Rutgers U. A Nov. 10 panel on "Legal and Legislative Aspects of Radio & Television" will be chairmanned by Irving Rosenhaus, president of WAAT-WATV (TV) Newark, and includes Ralph Hardy, NARTB vice president; Edward J. Curry, president of the New Jersey Bar Assn.; William C. Musto, minority leader, and C. Clifford Thomas, majority leader, New Jersey State Assembly.

Trenton stations WTTM, WTOA and WBUD are hosts for the institute. WTTM Manager Fred L. Bernstein is in charge of arrangements. Election of officers is scheduled for the opening session Nov. 9; present officers include Everett Rudolff, WJLK Asbury Park, vice president, and Kenneth Croy, WMTR Morristown, secretary-treasurer.

Five NARTB Committee Meets Scheduled for November

SERIES of NARTB committee meetings will be held this month, according to NARTB President Harold E. Fellows. First will be that of the convention committee, which meets Nov. 12 at the Palmer House, Chicago, to work on plans for the May industry convention in Chicago. Kenyon Brown, KWFT Wichita Falls, Texas, is chairman.

Other meetings are:

Membership—Palmer House, Chicago, Nov. 13; Henry B. Clay, KWKH Shreveport, La., chairman.

Copyright—NARTB Washington headquarters, Nov. 16-17; Edward Breen, KVFD Fort Dodge, Ia., chairman.

Television Labor Advisory—Waldorf-Astoria, New York, Nov. 20; Robert D. Swezey, WDSU-TV New Orleans, chairman.

Sports—Waldorf-Astoria, New York, Nov. 23-24; George J. Higgins, KMBC Kansas City, chairman.

EDWARD LAMB PETITION PROTESTS FCC DELAYS ON HIS TV APPLICATIONS

Toledo attorney-broadcaster charges that FCC's unwarranted delays on several of his tv applications have caused serious economic and public injury. Petition alleges the Commission has failed to give specific reasons for procrastination, contrary to legal principles.

CITING extensive economic and public injury, Edward Lamb and two of his television interests—Dispatch Inc., operator of vhf ch. 12 WICU (TV) Erie, Pa., and Midwest Television Co., permittee of uhf ch. 36 WMAC (TV) Massillon, Ohio—petitioned FCC last week for immediate action upon several applications delayed by the Commission pending another review of Mr. Lamb's qualifications [B•T, Oct. 26].

"The very element of delay, unwarranted by any fact or responsible charge known to your petitioners, has caused them great financial loss," the petition contends. It points out that "public television service has long been denied in vital areas; that the interest of the Commission and the public in promoting uhf television service has been impaired, and that the public acceptance of uhf as a recognized basis for television service has been dealt a body blow."

The applications, part of which have been on file since last April, include requests for license renewal of WICU and for increase of power and improvement in the Erie station's facilities, bid for change in the site of WMAC and request for consent to purchase the construction permit of uhf ch. 47 WTVQ (TV) Pittsburgh by Mr. Lamb.

Another 'Investigation'

FCC has withheld action on these applications pending another "investigation" of Mr. Lamb's background. This was acknowledged a fortnight ago by Comr. John C. Doerfer when he referred to the full Commission a petition by Woodruff Inc., another Lamb interest, seeking routine dismissal of an application for uhf ch. 30 at Portsmouth, Ohio. Woodruff's initial grant, on the eve of becoming final last July, was stayed by the Commission pending "further study."

The dismissal request did not receive action for two months after it was filed, the petition notes.

The protest to the delays, filed by onetime FCC Chairman James Lawrence Fly, now New York partner in Fly, Shuebruk, Blume & Gaguine, New York-Washington radio-tv law firm, asserts that Mr. Lamb's qualifications have been investigated before and no matters have been indicated for a review at this time.

The pleading points out that the reasons for "the extraordinary treatment" by the Commission have been revealed only by indirect, general statements. "Moreover, the Commission has failed to provide any procedural means whereby the aforesaid question might be speedily resolved and action taken on the foregoing vital matters," the petition charged.

"This unwarranted delay," it is alleged, "has necessarily resulted in grave financial injury to your petitioners and in serious injury to the public in the area where television service is being denied or curtailed. And all of this . . . without any basic fact that raises any serious question as to the personal qualifications of Edward Lamb."

"The same question of personal qualifications was placed in issue in 1946," the petition notes, "in connection with an application of Unity Corp. for an fm station in Mansfield, Ohio, and periodically since then. The Commission, on these occasions, held exhaustive hearings or inquiries on this issue. Complete factual testimony was adduced and upon the complete record of testimony, the issue was finally adjudicated and Edward Lamb was held qualified as a broadcast licensee. No question has ever been raised as to the propriety or legality of the petitioner's conduct as broadcaster or licensee."

The protest observed that "even the Commission is bound by some of the simple basic elements of due process of law, and a change in complexion of administration cannot warrant the evolvement of any constitutional principle or even of new proceedings running counter to broadly recognized tenets of fair play."

"Licensee and the public are entitled at some reasonable time," it continues, "to rest assured that the Commission's thoroughly considered decisions mean what they say."

The pleading notes that the Commission "may not, under law, act upon whimsy or caprice and it may not, even as an administrative agency, abandon the principles of our legal system. Its job it to follow legal principles and not to issue new ones like railroad tickets good for the day and for the one party. Has the Commission any such arbitrary or capricious power, a sense of responsibility would demand that it not be exercised where the public and private values at stake are so impressive."

Mr. Lamb has appointed J. Howard McGrath, former U. S. Attorney General, to be executive vice president of Lamb Enterprises Inc. [B•T, Oct. 26]. The Lamb broadcast interests also include WTOD Toledo, WIKE Erie, WHOO Orlando and tv applications in Toledo and Orlando.

Sixth Applicant Enters Bid For Vhf Ch. 10 in Miami

HALF-DOZEN applicants now seek vhf ch. 10 at Miami with filing last week of a new bid for that channel by Public Service Television Inc., wholly owned subsidiary of National Airlines [CLOSED CIRCUIT, July 20]. The application marks the first entry of aviation interests into the tv field.

Other competitors for ch. 10 there include WKAT Miami Beach; WFEC Miami; L. B. Wilson Inc. (WCKY Cincinnati); North Dade Video Inc., North Miami, and Storer Broadcasting Co. (WGBS Miami).

The ch. 10 contestants were advised of their forthcoming comparative hearing when FCC sent them McFarland letters a fortnight ago just prior to revising the city priority list for application processing [B•T, Oct. 26]. Similar notice was sent to ch. 7 contestants Biscayne Television Corp., partly owned by WIOD and WQAM Miami and Niles Trammell; Mc Foster & Harold Hoersch; Jack C. Stein, and East Coast Television.

Public Service Television is headed by G. T. Baker, Miami resident, who is president and 17% owner of National Airlines. Estimated construction cost of the proposed station is nearly $900,000. First year operation cost would total $750,000.

NOW! ON THE AIR!

Yes, indeed! There's big news in St. Louis! "Big Mo," St. Louis' long-awaited ABC television affiliate, has arrived, and commercial programming is now underway. Missouri televiewers, like national advertisers, are coming aboard the entertainment battlewagon for a variety of the very best in television entertainment.

Yes, there's big news in St. Louis! And, there can be big news around your sales office, if you reserve space . . . today . . . for your product on "Big Mo!" Join the many important, forward-looking national and regional advertisers on KSTM-TV, and let "Big Mo" fight and *win* your sales battles!

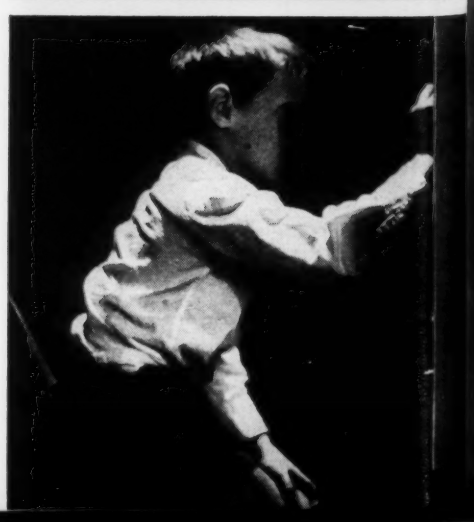
H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

ST. LOUIS

AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

You've never seen so much real audience participation!



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XUM

It's the most original, delightful program of the new season. It captures the *active* attention of children and the glad approval of parents. It's **"WINKY DINK AND YOU."**

Already, thousands of youngsters are talking and playing WINKY DINK. (The very first on-the-air announcement of the WINKY DINK KIT brought 4,000 letters, each with 50¢, from New York City alone.)

And this is the secret: The audience is a part of the program in a way wholly new to broadcasting. It's a performance that goes on as much in the home as in the studio. It's playing a game, it's living a story, and it's all enjoyment.

And it's a performance that can go on in the stores that stock your product. For as sponsor of WINKY DINK, you can convert this response of total participation into sales.

CBS TELEVISION

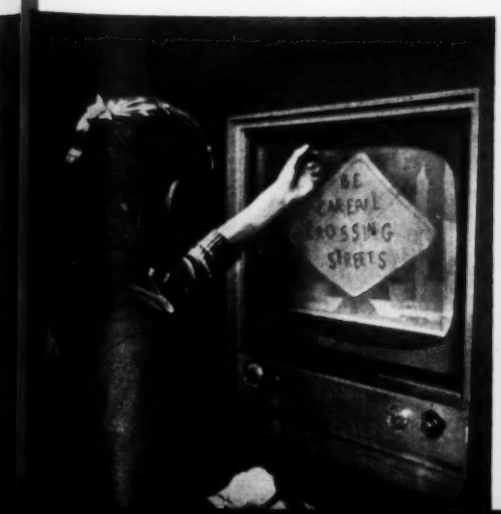
VARIETY, October 14, 1953

. . . a new technique in children's shows that should prove a bonanza — audience and sponsorwise. What they've done is reached a practicable way in which the at-home kiddies can actually participate in the show, and it works.

Device is simply a drawing kit that consists of a transparent plastic mat which the kiddies place right on their television screens, some crayons and a cleaning cloth. Jack Barry, in the studio, stands looking through a glass screen. He proceeds to draw something and the kiddies at home simply follow his strokes with their own. When both are finished, the kiddies can take their mat off the screen and they've got a finished picture.

. . . other sources of interest for the kids: an elfin cartoon character called Winky Dink, whose picture is animated on a sort of blackboard and who talks to Barry, plays games with him and is altogether as enchanting a character for the moppets as any puppet who's hit the video screens. Both Barry and Winky tell stories, with Winky accompanied by animated pictures. Barry tells a story (Columbus discovering America, for example) about the picture he draws for the listeners (a ship, of course).

Altogether, it's quite a show . . . . Barry is extremely likeable in his role, putting himself on the children's level without looking down on them. John Gart's music is a definite plus.



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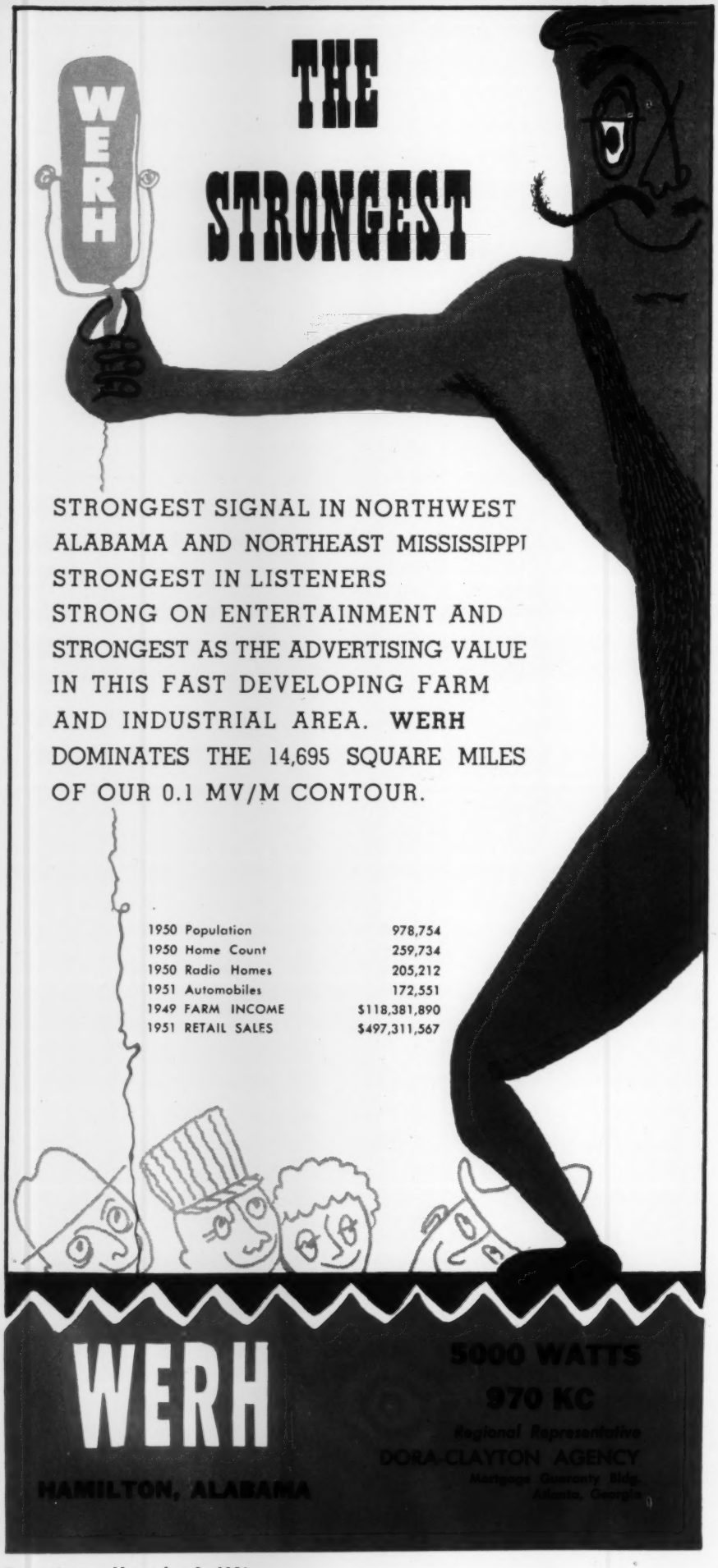


WPRO-TV HEARING SET FOR NOV. 18

Hearing involving WPRO-TV Providence is outgrowth of complaint filed by WNET (TV). The latter charges FCC acted too quickly upon a three-way-merger proposal application.

ISSUES and procedure for the Sec. 309(c) economic protest hearing on the grant of vhf ch. 12 at Providence, R. I., to WPRO-TV were set forth by FCC last week. Ordered upon the complaint of uhf ch. 16 WNET (TV) Providence [B•T, Oct. 19], the hearing is to begin in Washington Nov. 18.

Although allowing inquiry into the dates and nature of Commission action upon the merger proposal of three contestants which resulted in the ch. 12 grant to Cherry & Webb, WPRO licensee, the Commission refused to accept broad issues proposed by WNET which would permit detailed inquiry into the Commission's "mental processes" and the time spent by the FCC staff in each phase of processing.

FCC's memorandum opinion and order directed that the hearing examiner would prepare an initial decision upon five issues relating to basic facts of the case. The initial decision would set forth findings only, without legal conclusions. Thereupon, the record is to be certified to the Commission itself and at a date to be scheduled later, the Commission *en banc* will hear oral argument on exceptions and on a final issue dealing with legal questions.

Ch. 16 of Rhode Island Inc., permittee of WNET, alleged in its complaint that the ch. 12 grant to WPRO-TV was improper because FCC acted too quickly upon the three-way merger proposal application. The protest attacked a potential "unconscionable consideration" of $205,500 which WPRO-TV could eventually pay to C. George Taylor and Robert T. Engles, former principals in Greater Providence Broadcasting Co., should stock options be revoked. WNET further charged WPRO-TV with premature construction.

FCC announced on Sept. 3 its grant of ch. 12 to Cherry & Webb. On Sept. 1 two competitors, Greater Providence Broadcasting Co. and Hope Broadcasting Co., dismissed their applications and acquired options for part interest in a new firm to be formed for operation of WPRO-TV. Greater Providence would acquire 20% and Hope Broadcasting 25% interest. Messrs. Engles and Taylor received option for a collective 13% share. On Sept. 23, FCC issued a special temporary authorization for WPRO-TV to commence interim operation, but the effective date of both the STA and the ch. 12 permit are stayed pending completion of the hearing.

Comr. John C. Doerfer dissented from the actions calling for the hearing, observing that Ch. 16 of Rhode Island has held its permit for WNET for more than six months and has yet to commence construction.

Juntilla With Law Firm

JAMES O. JUNTILLA, who resigned a fortnight ago as tv attorney with the Hearing Division of the FCC Broadcast Bureau [CLOSED CIRCUIT, Oct. 26], is on temporary assignment with the Washington radio-tv law firm of Dempsey & Koplovitz. Mr. Juntilla had been with the Commission's Broadcast Bureau since October 1949 and worked on the merger of ABC and United Paramount Theatres for the duration of the case.

OWNERSHIP ISSUE STALLS TWO BIDS

IN VIEW of the long-pending proposal to modify its multiple ownership rules for broadcast stations, FCC has advised two television applicants in pre-hearing McFarland letters that a question is raised over bids because of their several tv interests. The applicants are CBS-owned KMOX St. Louis, contestant for vhf ch. 11 there, and Chesapeake Services Inc., seeking vhf ch. 10 at Norfolk and owned 40% by General Teleradio Inc.

FCC's rules limit tv station ownership by the same interest to a total of five outlets.

In both letters, the Commission cited its opinion in the cases of WSTV Steubenville, Ohio, and Merced Television Corp., Merced, Calif. [B•T, Sept. 21]. FCC advised KMOX and Cheasapeake that "a question is raised as to whether your application should be dismissed without being heard."

In the WSTV proceeding, the Commission advised Storer Broadcasting Co. it must choose between its Wheeling-Steubenville vhf ch. 9 bid or its Miami vhf ch. 10 bid since it already owned four tv outlets and could have only one more. Storer dropped the Wheeling-Steubenville application and ch. 9 was granted to WSTV-TV. This was the first instance in which FCC required an applicant to limit its number of bids as well as actual stations to the total of five.

When the Commission granted uhf ch. 34 at Merced to Merced Television it conditioned the permit upon withdrawal by George Becker, New York attorney, of his part interest in that firm or in any one of five others holding uhf tv permits.

CBS is licensee of WCBS-TV New York and WBBM-TV Chicago, permittee of KNXT (TV) Los Angeles, 45% owner of WTOP-TV Washington and 47% owner of WCCO-TV Minneapolis. Besides seeking ch. 11 at St. Louis, CBS has applications pending for vhf ch. 5 at Boston (WEEI) and Irwin, Pa.'s vhf ch. 4 at White Oak Borough, Pa. (KQV Pittsburgh). CBS' ch. 11 competitors at St. Louis are St. Louis Telecast Inc., St. Louis Amusement Co. and 220 Television Inc.

The multiple ownership issue with respect to Chesapeake Services, however, becomes moot since General Teleradio, in merging its WONS Hartford interests with WTHT there to acquire grant of uhf ch. 18 [B•T, Oct. 26], indicated it is giving up its holding in the Norfolk ch. 10 applicant. The 40% holding is to be redistributed proportionately among the other present stockholders in Chesapeake Services.

Aside from the Hartford ch. 18 grant, General Teleradio operates WOR-TV New York, WNAC-TV Boston and KHJ-TV Hollywood and is applicant for vhf ch. 2 at San Francisco (KFRC).

D. C., Corpus Christi Get New Uhf Channels

NEW tv allocations of uhf ch. 50 to Washington, D. C., and uhf ch. 43 to Corpus Christi, Tex., were announced last week by the FCC.

The new assignments make possible the elimination of hearings for the contested uhf ch. 20 in Washington and uhf ch. 22 in Corpus Christi. In Corpus Christi, contestants for uhf ch. 22 facilities are oil producer H. L. Hunt and Coastal Bend Tv Co. In the Washington contest for uhf ch. 20 are WEAM Arlington, Va., and WGMS Washington.

Obviously OUTSTANDING . . .

IT'S NEVER TOO EARLY TO SELL PEORIAREA

19,000 industrial workers alone report for work in Peoriarea BEFORE 7:15 AM. These are the people who make . . .

Caterpillar Tractors
Hiram Walker Whiskey
Keystone Steel & Wire
Le-Tourneau-Westinghouse
ABC-Nash-Kelvinator
Pabst Blue Ribbon Beer
Hyster Lift-Trucks

$280,670,000.00 annual production of manufactured goods.
$7,779,366.00 weekly Peoria payroll.
$1,854.00 per capita income ranks Peoria 26th in the nation.
$6,049.00 per family income ranks Peoria 38th in the nation.

WMBD "beams" early morning programs to these people with frequent reports on . . .

World News
Local News
Temperature
Weather
Time

People listen to WMBD (61% of "early morning" Peoriarea*) because WMBD's morning service features are relied on for accurate up-to-the-minute information . . . and pleasant entertainment.

To SELL the Heart of Illinois BUY WMBD.

*C. E. Hooper report, Dec. '51—Apr. '52.

See Free & Peters

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts

STREIBERT DETAILS USIA PROGRESS

Letter to President also points out programming changes to emphasize news and commentaries. News is factual and unslanted to increase credibility acceptance among overseas listeners.

PROGRESS report on the new U. S. Information Agency, which replaced the International Information Agency under the President's reorganization of the government's overseas information program, was made by its director, Theodore C. Streibert, last week in a letter to the President and later at a news conference.

Mr. Streibert, who took over as head of the agency Aug. 7 after appointment by President Eisenhower [B•T, Aug. 10, 3], said the agency since Aug. 1 has been organizing under the new setup and reprogramming activities within the "limitation of the present appropriation."

He explained what has been done to date by USIA along lines laid down by a statement adopted by the President and the National Security Council, and released Wednesday by Mr. Eisenhower at a news conference, for the agency's guidance. The statement said USIA's purpose will be to "submit evidence to peoples of other nations by means of communication techniques that the objectives and policies of the U. S. are in harmony with and will advance their legitimate aspirations for freedom, progress and peace."

Mr. Streibert, former MBS board chairman, described USIA's work since taking over the Voice of America, U. S. libraries overseas, the motion picture service and the press and publications service, all former activities of the State Dept. Under the new setup Mr. Streibert reports to the President through the NSC.

Stresses Factual News

He said USIA's machinery, in its new autonomy, had worked "extremely well." USIA, which still receives policy guidance from the State Dept., has encountered "no difficulty whatever" on that score, Mr. Streibert said.

He told the news conference Thursday that USIA and the Voice has curtailed such former programming as entertainment and music and is adopting a policy of broadcasting news and commentary.

He said that instead of slanting the news and using other propaganda methods to make the news favor U. S. objectives, the news broadcasts would concentrate on facts, to increase the credibility of those people who are unable to obtain news of the outside world from other sources.

There was a great deal of waste in the previous administration's foreign information program, said Mr. Streibert. "We scattered our shot too widely."

In his letter to the President, dated last Tuesday, Mr. Streibert said USIA will pinpoint activities on fewer but more vital programs.

He expressed belief the agency's work reflects the recommendations of the Senate's Special Subcommittee on the Overseas Information Program, headed by Sen. Bourke B. Hickenlooper (R-Iowa), asking changes to strengthen the foreign information program. USIA's activities also embody the concept of the President's Committee on International Information Activities (William H. Jackson Committee) that psychological activities and strategy cannot be divorced from official policies and actions, Mr. Streibert said.

He cited work done by four assistant USIA directors, all of whom have been in the field in different geographical areas, and said two have just brought back reports from "on the spot." They have helped in spreading USIA personnel over 176 posts in 77 countries to get the maximum benefit from their work, and have assisted in making a broader program possible by sending back valuable material, he said.

He said also that USIA has introduced flexibility into its operations, which was not possible under IIA. USIA can reduce or increase certain operations for more effectiveness, he said.

USIA now has 6,500 employes, he said, and a 1953 budget of $86 million. Employes probably will be down to 6,200 by next June to fit the 1954 budget of $70 million. He had hoped, he said, to move the Voice's operations from New York to Washington by January, but because of the existing policy of using only government buildings instead of renting space, the move might not be made by next June. The Voice in New York has 800 or 900 people on its payroll, he said.

Mr. Streibert said USIA expects to get help from business and private organizations in carrying forward its objectives.

Ike Likes Music

PRESIDENT Eisenhower likes music of the familiar classical type. He discussed his musical tastes informally at the opening performance of the National Symphony Orchestra in Washington. The President told Conductor Howard Mitchell and other orchestra officials that while he has not been a regular concert-goer, he listens to WGMS-AM-FM Washington. The stations specialize in music programming.

Koteen & Burt Formed To Practice Before FCC

FORMATION of Koteen & Burt, new Washington, D. C., law firm to specialize in practice before FCC, the Civil Aeronautics Board, the Federal courts and other administrative agencies, was announced last week by Bernard

Mr. Naftalin

Mr. Koteen

Koteen, who left FCC in 1948 to establish his own law office.

Mr. Koteen's partner is William C. Burt, one time with the CAB office of general counsel. A new associate of the firm is Alan Y. Naftalin, who resigned last week from the FCC Office of Opinions & Review. Offices of Koteen & Burt are in the Wyatt Bldg.

THEODORE C. STREIBERT (l), who left a year ago as WOR-AM-TV New York president and General Teleradio vice president and was a former board chairman and director of MBS, and who now is director of the U. S. Information Agency [B•T, Aug. 3], accepts a plaque in recognition of his years of leadership and services at WOR-MBS from Emanuel Dannett (c), MBS general counsel, and Nate M. Abramson, WOR-MBS artists bureau manager.

Roars Subside as Webster Clarifies Stand on Fm Band

Comr. E. M. Webster and NARTB Fm Committee Chairman Ben Strouse exchange letters to clear air.

THE running controversy over comments of FCC Comr. E. M. Webster about the future of the fm broadcast band started to subside last week after an exchange of letters between Comr. Webster and Ben Strouse, WWDC-AM-FM Washington, NARTB Fm Committee chairman.

Comr. Webster had suggested in a speech to NARTB District 14 at its Sept. 21-22 meeting in Sun Valley that industrial users want a piece of the fm band and might be entitled to it unless broadcasters made full use of the band.

Last week Comr. Webster made public a long reply to Mr. Strouse's letter of Oct. 5 [B•T, Oct. 12], explaining in more detail his original remarks and raising another point—his experience in non-broadcast fields. He said he felt this experience had not influenced any of his FCC actions.

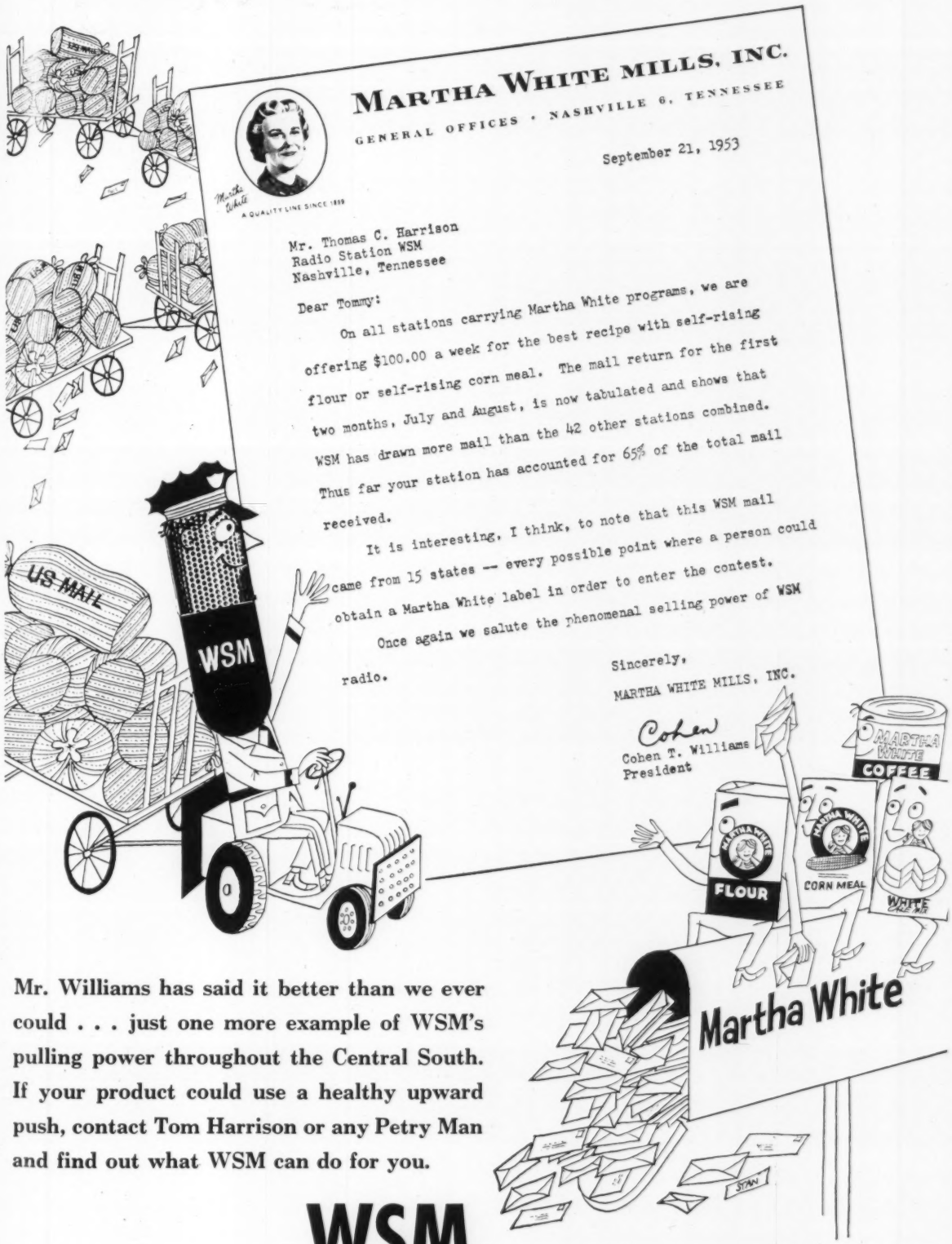
The Strouse reply accepted Comr. Webster's observation that fm has "undeniably better service qualities." The Commission should "do everything possible to foster this 'superior' service for the benefit of the public," Mr. Strouse said.

Secondly, he said, both parties recognize that a serious policy question is involved and long study will be necessary. Next, according to Mr. Strouse, there seems to be "mutual recognition that future development and growth of radio service in America is more dependent on complete and effective use of the fm band than on any other factor."

He cited recent developments in multiplexing and growing public interest in high-fidelity reception.

Comr. Webster analyzed his September comment this way: "I advised the NARTB District 14 meeting that if the broadcast industry did not take some steps to increase the utilization of the fm frequencies I would have difficulty in finding it in the public interest to retain all of the 88-108 mc band for fm broadcasting in the event the Commission is petitioned to reallocate a portion of that band to accommodate new or existing services."

WSM pulls in the mail for Martha White


MARTHA WHITE MILLS, INC.
GENERAL OFFICES • NASHVILLE 6, TENNESSEE
September 21, 1953
Mr. Thomas C. Harrison
Radio Station WSM
Nashville, Tennessee
Dear Tommy:
On all stations carrying Martha White programs, we are offering $100.00 a week for the best recipe with self-rising flour or self-rising corn meal. The mail return for the first two months, July and August, is now tabulated and shows that WSM has drawn more mail than the 42 other stations combined. Thus far your station has accounted for 65% of the total mail received.
It is interesting, I think, to note that this WSM mail came from 15 states -- every possible point where a person could obtain a Martha White label in order to enter the contest.
Once again we salute the phenomenal selling power of WSM radio.
Sincerely,
MARTHA WHITE MILLS, INC.
Cohen T. Williams
President
US MAIL
WSM
MARTHA WHITE
COFFEE
FLOUR
CORN MEAL
Martha White
STAN

Mr. Williams has said it better than we ever could . . . just one more example of WSM's pulling power throughout the Central South. If your product could use a healthy upward push, contact Tom Harrison or any Petry Man and find out what WSM can do for you.

WSM *Nashville • Clear Channel • 50,000 Watts*

UHF ASSOCIATION QUESTIONS MILWAUKEE CH. 6 PROPOSAL

New association protests recent priority list—will request FCC issue policy statements in behalf of uhf.

NEW Ultra High Frequency Television Assn. [B•T, Oct. 26, 19] made its first moves last week.

It jumped into the controversial Milwaukee ch. 6 situation, and protested the FCC's new priority list.

In an official motion, the organization representing militant uhf operators and grantees asked the Commission to dismiss the Hearst Corp. request for the assignment of vhf ch. 6 to Whitefish Bay, Wis. (a suburb of Milwaukee), or to defer final action on the proposal for 90 days after the Nov. 9 deadline for action [B•T, Oct. 12, 5].

At the same time, Lou Poller (WCAN-TV Milwaukee), president of UHFTA, wired FCC Chairman Rosel H. Hyde in protest to the FCC's latest hearing priority list [B•T, Oct. 26]. Gist of Mr. Poller's complaint was that the new list removed applicants from the priority schedule on issuance of "McFarland letters" notifying them that a hearing on their applications must be held. This is an injustice to uhf stations, Mr. Poller alleged, because it permits faster action on vhf applications than was expected.

Other Steps Seen

From UHFTA officials, it was indicated that additional moves could be expected. They would include such matters as:

1. Amendment of the priority principles to give uhf permittees and applicants more consideration before vhf stations are granted.

2. Revision of the rules so uhf permittees may apply for a vhf channel without having to give up their uhf authorization. This has already been requested by KSTM-TV St. Louis [B•T, Oct. 26]. It was because of this rule, that WROV-TV Roanoke, Va., ceased operations and surrendered its uhf ch. 27 permit, and is now an applicant for vhf ch. 7 there [B•T, July 6].

3. Opposition to expedited practices regarding mergers and time-sharing agreements which permit 24-hour action by the FCC.

4. Request for the FCC to issue policy statements in behalf of uhf to influence networks and manufacturers. Object would be to make it easier for uhf stations to get network affiliations and to push manufacturers into high powered uhf transmitter development and production and the improvement of uhf receivers and converters.

In its brief to the FCC on the Milwaukee situation, UHFTA said that it has underway several studies looking to the "complete reevaluation by the Commission of the regulatory status of uhf broadcasting."

UHFTA said it was making a "comprehensive legal study" of all instances where the Commission has changed the allocations since the issuance of the Sixth Report in 1952.

Opposition to the assignment of vhf channels "which distorts the assured plan under which uhf stations were financed and built" was also voiced by UHFTA.

Referring to the Milwaukee ch. 6 proposal, UHFTA declared that WCAN-TV began broadcasting Sept. 6, 1953, and had spent or committed more than $1 million. "The economic effect of the addition of another vhf channel to the Milwaukee metropolitan area at this time is as painful as it is obvious," the brief stated.

In asking the Commission to delay final action on the Milwaukee allocation, UHFTA said that the Commission's right to establish a national table of allocations was in question in the U. S. Court of Appeals—the Logansport Broadcasting Co. case [B•T, Oct. 19].

UHFTA also questioned the wisdom of the Commission's recent moves to expedite the processing of hearing cases.

"We submit that the proposed rule making would justify the warnings of both dissenting Commissioners [former Comr. Robert F. Jones and Comr. Frieda B. Hennock, both of whom dissented from the Sixth Report] and nullify the philosophy of the majority Commissioners," the UHFTA brief said. "Addition of vhf channels to large cities like Milwaukee at a time when uhf applicants have been induced by expressions of the Commission itself to obtain construction permits and to make substantial investments in operating facilities would so penalize the permit holder as to cause abandonment of his permit in many cases. Additional vhf channels will permit all or most vhf applicants to avoid mutually exclusive hearings and not only increase competition but also expedite it. Thus the time for development of uhf is so shortened as to prevent successful operation . . .

"It is fair to say that few of the applicants who have received grants for uhf stations since April 14, 1952, would have accepted the grants and expended substantial sums of money had they known in advance that in addition to disheartening technical delays, allocation and procedural changes would deprive them of any headstart over vhf stations authorized to operate in competition with them . . ."

Cites Merger Practice

In discussing the various steps through which the priority processing principles have passed since the original schedule was established, UHFTA referred to the present practice of permitting a merged application to be filed "at one minute before five o'clock on Tuesday and to be granted the next day."

"Not only does this procedure encourage trafficking in frequencies belonging to the public," the brief said, "but it prevents public scrutiny of representations which on hearing might lead to denial or modification of the grants."

All of these actions have benefited vhf applicants, UHFTA added, and since equipment is much more available for vhf than for uhf, has aided in the establishment of such stations and their operations sooner than was believed possible.

". . . either the Commission reached erroneous conclusions in its Sixth Report and Order, or by its change of allocations and relaxation of procedural rules since April 14, 1952, it has taken away from uhf promised time to develop in its competitive relationship with vhf. In other words, the Commission has acted in a manner which nullifies the significance of the conclusions upon which the uhf allocations were predicated. If the present trend of rule making continues, uhf service will soon be relegated to the inferior position of fm in the aural facilities field, and television will become something less than nationwide or efficient."

Hearst Corp., operator of 5-kw WISN Milwaukee (on 1150 kc), applied pre-freeze for vhf ch. 10 there. Following the end of the tv processing freeze which saw Milwaukee's 10 reserved for non-commercial educatio use, Hearst Corp. carried on a legal battle w the Commission to have ch. 10 opened for co mercial use. The Commission turned do Hearst three times. Hearst appealed to U. S. Court of Appeals on the last den Meanwhile, it requested the allocation of ch. Whitefish Bay, six miles from Milwaukee. T the Commission proposed to do in a notice rule-making issued last month [B•T, Oct.

Uhf Abandonment Charged by FCC

WFTV (TV) Duluth and KSTM-TV St. Louis, seeking to apply for vhf channels while retaining uhf authorizations, have been advised by FCC that their proposals are self-defeating.

TWO UHF permittees, who seek relief un FCC's rules so they can keep their uhf a thorizations and at the same time apply local vhf channels to "improve" their facili and service to the public, were advised by Commission last week that their propos are self-defeating and constitute abandonm of uhf.

The stations involved are uhf ch. 38 WF (TV) Duluth and uhf ch. 36 KSTM-TV Louis. WFTV, owned by Great Plains Te vision Properties of Minnesota, asked the Co mission to amend subsection 2(c) of footn 10 of Sec. 1.371 of the television rules (te porary processing procedure) so as to allow to keep the uhf permit while competing for new vhf ch. 10 or 12 proposed to be added Duluth-Superior [B•T, Sept. 28]. KSTM-T owned by Broadcast House Inc., request waiver of the rule to allow it to file an amen ment of its already granted ch. 36 bid specify ch. 11 [B•T, Oct. 26].

In its memorandum opinion and order tur ing down the Great Plains' petition, the Co mission said the proposal "would enable single applicant to tie up two facilities a would furnish an incentive to the ultima abandonment of uhf stations."

The order continued, "We are not impress furthermore, with the contention the propos rule change would reward uhf 'pioneers' their enterprise in pursuing uhf at an ea date. This argument is patently self-defeati For the reward that is sought is the privile of abandoning uhf."

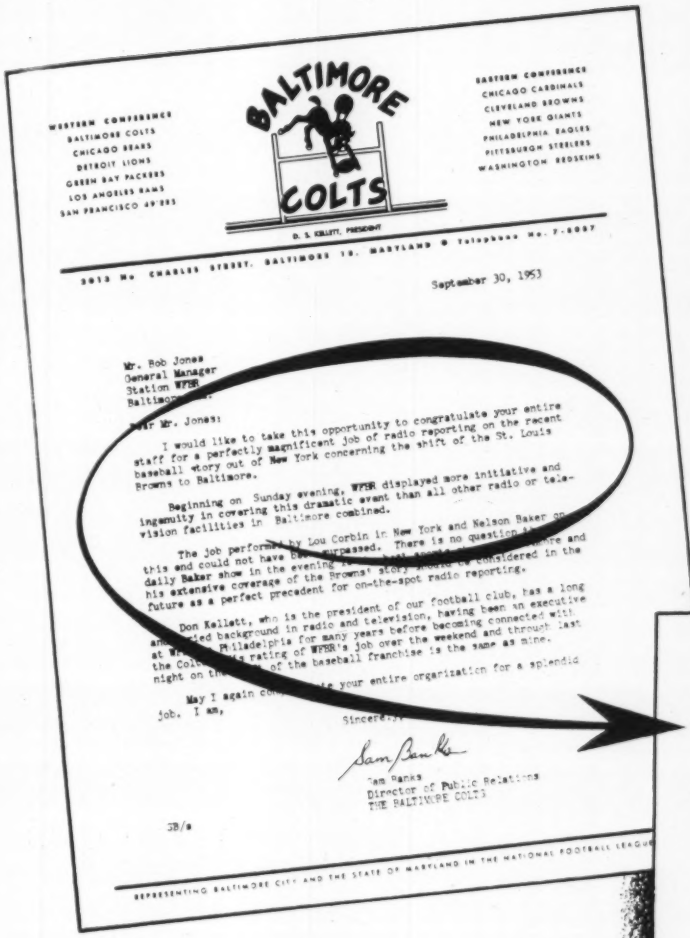
Citing its Great Plains opinion, FCC i formed Broadcast House that its request in cated a "misunderstanding" of the purpose subsection 2(c) since its petition would res in the "straddling" of two facilities, a situati 2(c) seeks to avoid.

Both WFTV and KSTM-TV are operati under special temporary authorizations.

Waterloo Bid in Clear

APPLICATION of real estate investor Charl H. Gurney for uhf ch. 16 at Waterloo, Io was put in the clear last week as L. E. Kel local electrical goods wholesaler-retailer, d missed his competitive application. Mr. Gurne however, has asked FCC to delay action on h bid. Earlier, vhf ch. 7 there was granted KWWL after KXEL gave up its bid and the tw stations dismissed anti-trust and counter su [B•T, Sept. 7].

Big-League Station in a Big-League Town!



BALTIMORE COLTS

WESTERN CONFERENCE
BALTIMORE COLTS
CHICAGO BEARS
DETROIT LIONS
GREEN BAY PACKERS
LOS ANGELES RAMS
SAN FRANCISCO 49'ERS

EASTERN CONFERENCE
CHICAGO CARDINALS
CLEVELAND BROWNS
NEW YORK GIANTS
PHILADELPHIA EAGLES
PITTSBURGH STEELERS
WASHINGTON REDSKINS

D. S. KELLETT, PRESIDENT

2013 No. CHARLES STREET, BALTIMORE 18, MARYLAND • Telephone No. P-6087

September 30, 1953

Mr. Bob Jones
General Manager
Station WFBR
Baltimore

Dear Mr. Jones:

I would like to take this opportunity to congratulate your entire staff for a perfectly magnificent job of radio reporting on the recent baseball story out of New York concerning the shift of the St. Louis Browns to Baltimore.

Beginning on Sunday evening, WFBR displayed more initiative and ingenuity in covering this dramatic event than all other radio or television facilities in Baltimore combined.

The job performed by Lou Corbin in New York and Nelson Baker on this end could not have been surpassed. There is no question as to the daily Baker show in the evening [illegible] deserves considered in the his extensive coverage of the Browns' story should be future as a perfect precedent for on-the-spot radio reporting.

Don Kellett, who is the president of our football club, has a long and varied background in radio and television, having been an executive at WFIL Philadelphia for many years before becoming connected with the Colts. The rating of WFBR's job over the weekend and through last night on the [illegible] of the baseball franchise is the same as mine.

May I again congratulate your entire organization for a splendid job. I am,

Sincerely,

Sam Banks

Sam Banks
Director of Public Relations
THE BALTIMORE COLTS

SB/s

REPRESENTING BALTIMORE CITY AND THE STATE OF MARYLAND IN THE NATIONAL FOOTBALL LEAGUE

READ THIS

"I would like to take this opportunity to congratulate your entire staff for a perfectly magnificent job of radio reporting on the recent baseball story out of New York concerning the shift of the St. Louis Browns to Baltimore.

"Beginning on Sunday evening, WFBR displayed more initiative and ingenuity in covering this dramatic event than all other radio or television facilities in Baltimore combined."

The writer of the letter above is the seasoned, hard-boiled, public relations director of the Colts, Baltimore's big-league football team.

The letter was completely unsolicited.

What took us by surprise was the fact that we don't consider our coverage of this event in any way unusual. The shift of the St. Louis Browns to Baltimore was big-league news, and we covered it as such. We've been behaving like that for many years, not only with news, but with *all* our shows.

That's why Baltimore listeners have shown such gratifying loyalty to

WFBR

ABC BASIC NETWORK

5000 WATTS IN BALTIMORE, MARYLAND • REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

IKE'S NEWS CONFERENCE MAY BE AIRED

Presidential Secretary James C. Hagerty, addressing the Radio-Television News Directors Assn. convention, disclosed that a Presidential news conference may be broadcast and telecast soon.

MINIATURE version of a Presidential news conference "within the dignity of the office" may be telecast and broadcast within the next few months if a suitable formula can be found, James C. Hagerty, press secretary to the President, said Monday in addressing the Radio-Television News Directors Assn. convention in Washington.

Mr. Hagerty said that while plans have been temporarily shelved for live pickups of news conferences from the Indian Treaty Room in the old State Dept. Bldg., now used for the Presidential staff, plans for some sort of live programming are still very much alive.

The alternative would appear to be a more intimate format in which a small group representing news gathering agencies will confer with the President, Mr. Hagerty said, noting that installation of cameras and tv gear would cut seating capacity of news conferences from 211 to about 100. He insisted the conferences should be held on White House premises in keeping with the high office rather than in one of the government auditoriums.

Answering questions, he said there has been no pressure from the press to keep tv cameras out of conferences. Asked about the problem of direct quotes, necessarily a factor in a live pickup, he insisted no problem existed.

When a newsman asked who would represent news-gathering agencies in a telecast conference, he said, "That's the bug. I won't choose those who go on the program. It can be worked out." The June 3 telecast in which four Cabinet members chatted informally with the President drew a 14-to-1 favorable public response, he told a questioner.

Mr. Hagerty said the President may go on radio-tv once or twice before the end of the year but no format has been worked out. He recalled that he had "inherited" a radio-tv plan whereby a spokesman for the media confers with him monthly on possible pickups of the President. Julian Goodman, NBC, currently represents the broadcast media covering the White House in these conferences.

Since the "Korean incident" last December when tv was left out of the pool covering the President's trip to the island, Mr. Hagerty said all White House planning is based on the principle of equal treatment for the four news media—radio, television, newspapers and newsreels.

Trinity, Howard Seek KLBS Transfer Approval

APPLICATION for FCC approval to the sale of KLBS Houston by Trinity Broadcasting Co. for $350,000 to Howard Broadcasting Corp. [B•T, Oct. 19] was to be filed with the Commission last Friday.

KLBS, along with KLIF Dallas, both Gordon B. McLendon interests, are the subject of a complaint pending before the Commission by the Brooklyn Dodgers and New York Yankees

Mr. Davis

Col. Burriss

involving alleged game re-creations [B•T, Aug. 17]. FCC has taken no action on the protest. Mr. McLendon's defunct Liberty Broadcasting System has a $12 million damage suit pending against some big league clubs.

Howard Broadcasting includes President Howard W. Davis, owner of KMAC San Antonio; Vice President Howard L. Burriss, U. S. Air Force colonel and owner of KTAN Sherman, Tex., and Treasurer Barbara Jester Burriss. Mr. and Mrs. Burriss also are part owners of KWTX Waco, Tex.

KLBS, assigned 5 kw on 610 kc, directional day and night, is an independent outlet. It was founded in 1948 by the late W. Albert Lee and was originally licensed as KLEE. The property was transferred in 1952 to Trinity Broadcasting under a lease-purchase arrangement by the Lee estate.

Two Tv Engineers Challenge NTSC Color

New York and Virginia independents, who have submitted protests to the FCC against approval of the compatible system, team up to direct objections to Congress and the press.

TWO unknowns in the color tv field threw a fast ball at the FCC last week—but as far as could be learned the Commission was still at bat and compatible color tv was still due for approval before the year is up—perhaps by Christmas or before.

In communications to Senators, Eugene Ostrow, Forest Hills, N. Y., and Marshall Saghoian, Richmond, Va., both engineers, charged that approval of the compatible color tv standards evolved by the National Television System Committee would give RCA a monopoly. Mr. Saghoian made the same charge in letters to 200 newspapers throughout the country.

This was based, according to the two men, on the fact that (1) the NTSC was made up of engineers working for companies which are licensees of RCA, and (2) that the only workable tri-color receiver tube was that developed and owned by RCA.

Mr. Ostrow, who is associated with Associated Patent Service, described as a non-profit group aiding independent engineers and inventors in patent and copyright problems, wired all 14 members of the Senate Commerce Committee asking for an investigation.

The NTSC standards do not permit conversion of black-and-white sets, Mr. Ostrow said. Adoption of the "RCA-NTSC color system" would establish a virtual monopoly, he said, and "saddle the public with an unnecessarily high cost color system." He said that the field sequential system was most efficient in its use of spectrum space, and superior to any other known system.

The Forest Hills engineer-inventor, who has argued much the same way in a letter to the FCC when comments on the proposed NTSC standards were called for, said that his action was independent of Mr. Saghoian's and that he had met him at the Waldorf-Astoria color demonstrations in New York [B•T, Oct. 19].

Mr. Saghoian told B•T that Mr. Ostrow had called him from New York the day after the Commission dismissed a new plan for color tv, submitted by Mr. Saghoian and S. L. Cooke Jr. [B•T, Sept. 14]. They made arrangements to meet at the color demonstrations in New York, he said. It was then that they decided to approach Congress, he declared.

The 26-year-old Mr. Saghoian, who owns a 3-man electronics manufacturing firm in Richmond specializing in apparatus for doctors, biologists and chemists, stressed the significance of what he called convertibility—the means of changing a monochrome set so it can receive colorcasts in color—over compatibility.

NTSC standards backers have agreed that there would be little if any conversion of existing black and white sets—that the cost would be out of proportion to the job and practically as much as the cost of a complete new color receiver. Relatively small Sightmaster Corp. recently announced, however, that it would have $250 converter units on the market after compatible color tv is approved. General estimate among industry officials is that the first color tv receivers will cost between $800 and $1,000.

Fort Wayne Uhf Grant Proposed to McNutt

INITIAL decision proposing to grant Anthony Wayne Broadcasting a new tv station on uhf ch. 69 at Fort Wayne, Ind., was issued last week by FCC Hearing Examiner Annie Neal Huntting. Ex-Gov. Paul V. McNutt is part owner.

The initial decision found each of the applicants, Anthony Wayne Broadcasting and WANE, legally, financially and technically qualified. Although finding no justifiable preference on the basis of adequacy of staff, the initial decision concluded that preference must be given to Anthony Wayne Broadcasting on grounds of better integration of local ownership and management, better programming service and proposed use of equipment to produce local programs outside of its studios.

With respect to diversification of media of mass communication, the initial decision further concluded that "the radio interests of one applicant are counterbalanced by the newspaper interests of the other, and neither applicant is entitled to preference on this factor which would outweigh the other significant differences which are found herein to exist between the applicants and their proposals."

Anthony Wayne Broadcasting is a partnership of James R. Fleming and Paul V. McNutt, who have equal interests. Mr. Fleming is a Fort Wayne attorney, 13% stockholder and co-publisher of the *Fort Wayne Journal Gazette* and former state representative and senator. Mr. McNutt is a well-known New York-Washington attorney, stockholder in the *Fort Wayne Journal Gazette* and former governor of Indiana, chairman of the War Manpower Commission and member of the boards of the War Production Board and Office of Economic Stabilization.

WANE's capital stock is owned by Universal Broadcasting Co., licensee of WISH Indianapolis and owner of all outstanding stock of WHBF Anderson and WHOT South Bend, Ind. WISH is applicant for vhf ch. 8 at Indianapolis and WHOT is applicant for uhf ch. 46 at South Bend. Principals include President C. Bruce McConnell (54.9%); Vice President Robert B. McConnell (0.09%); Second Vice President Charles Kennedy, Treasurer Frank E. McKinney (14.5%), Secretary Earl H. Schmidt (14%) and Frank M. McHale (9.4%).

ME USE RADIO IN OAK HILL, W. VA.?

YES, YOU, IF 21¢ PER-THOUSAND-FAMILIES IS YOUR KIND OF BUY!

26-time rate

STATION COVERAGE DETAIL BY NCS AREAS

Total Radio Homes in Area	STATE NCS Area County	No. of Counties	DAYTIME 4-Week Cum. NCS Circ.	4-Week Cum. %*	Weekly NCS Circ.	Weekly %*	Average Day NCS Circ.	Average Day %*
	WEST VIRGINIA							
20,370	FAYETTE	1	18,490	90	18,220	89	10,150	49
18,190	GREENBRIER	3	15,490	85	15,130	83	6,720	36
	MONROE							
	SUMMERS							
66,940	KANAWHA	1	10,310	15	7,180	10	4,410	06
14,570	LEWIS	4	3,110	21	2,280	15	1,680	11
	BRAXTON							
	DODDRIDGE							
	GILMER							
18,260	LOGAN	1	2,780	15	1,960	10	1,020	05
19,440	MERCER	1	8,000	41	6,480	33	3,990	20
14,290	NICHOLAS	3	11,450	80	11,080	77	6,620	46
	CLAY							
	WEBSTER							
23,930	RALEIGH	1	20,220	84	19,610	81	8,540	35
12,290	ROANE	4	2,720	22	1,990	16	1,460	11
	CALHOUN							
	JACKSON							
	WIRT							
16,750	WYOMING	2	9,630	57	8,610	51	6,730	40
	BOONE							
225,030	10 TOTAL	21	102,200		92,540		51,320	

*=% of *Radio Homes in Area*

If you look it up, you'll find that West Virginia ranks 31st among the 48 States. Also that Oak Hill (population, 4600) ranks 18th among West Virginia's cities. Hardly top-drawer stuff! But if you're interested in *radio listeners*, please consider this: NCS credits us with 102,200 daytime families in 21 counties — all yours for a comfortable $21.60 per quarter-hour!

We'd love to tell you more about WOAY, including some rather amazing facts about our national business. No representative yet, so please write direct. Address Robert R. Thomas, Jr., Manager, at:

WOAY

OAK HILL, WEST VIRGINIA

5000 Watts, Daytime

20,000 Watts FM

First Tv Granted At La Crosse, Wis.

Merger of former contestants WKBH and WKTY brings La-Crosse grant, without prejudice to any future action the FCC may take in approving the merger when effected.

FIRST tv station for La Crosse, Wis., on vhf ch. 8, was granted by FCC last week upon a merger of two former contestants, WKBH and WKTY there.

The Commission awarded ch. 8 to WKBH Television Inc. without prejudice to any future action it may take in approving the merger when effected. According to the proposal, WKBH will hold 49% interest and WKTY 41%, the remaining 10% to be divided among five local residents acceptable to both groups. Upon merger, WKTY's facilities would be disposed of.

WKBH, owned by Howard Dahl and family, is assigned 5 kw on 1410 kc, directional night and is NBC-affiliated. WKTY, owned by the La Crosse Tribune Co., is assigned 1 kw on 580 kc, directional, and is an ABC outlet.

The merger agreement provides that should WKTY be sold for less than $140,000, WKBH will put up one-half of the difference.

In other television actions last week, FCC designated for hearing the vhf ch. 8 contestants at Petersburg, Va.—Petersburg Television Corp. (identified in ownership with WLEE Richmond and WITH-AM-TV Baltimore) and Southside Virginia Telecasting Corp. (WSSV). The hearing is to begin Nov. 27 in Washington.

The application of Hattiesburg Television Co. for vhf ch. 9 at Hattiesburg, Miss., was designated for hearing since the bid includes principals in both WHSY and WFOR there. No date was set.

The Commission advised KLIF-TV Dallas, uhf ch. 29, that its request for extension of completion date "cannot be granted on the basis of current information" and afforded the applicant "opportunity to reply." KLIF-TV is owned by Trinity Broadcasting Corp., a Gordon McLendon interest. The permittee has advised FCC its proposed site is unsatisfactory because the building has been sold and three other buildings under construction nearby would cause shadow problems, hence study is underway for a new site.

Allen, Turner Back to U. S.

FCC Chief Engineer Edward W. Allen Jr. and George S. Turner, chief of the Commission's Field Engineering & Monitoring Bureau, returned to their Washington headquarters offices last Thursday following their return from London where they attended a meeting of the Consultative Committee on International Radio. The CCIR session began in early September.

El Paso Channel Open

SOLE application for uhf ch. 20 at El Paso, Tex., was dismissed by FCC last week for lack of prosecution. The Commission found that Claude H. Craig, trading as Franklin Broadcasting Co., had failed to clarify questions concerning financial qualification. Mr. Craig is operating partner in Winslow B. Felix Co., Los Angeles Chevrolet dealer. Three vhf stations are authorized at El Paso: KROD-TV, ch. 4; KTSM-TV, ch. 9, and KEPO-TV, ch. 13.

STORER OFFERS MINORITY COMMON STOCK FOR SALE

Preferred stock totaling $1,450,000 has been sold by Storer Broadcasting to Jefferson Standard Life Insurance Co. The Storer organization also plans to sell 200,000 shares common in mid-November, according to papers on file with the SEC. George Storer's interest remains intact.

PLANS for the sale of 200,000 shares of common stock of Storer Broadcasting Co. at a proposed offering price aggregating $2,800,000 were disclosed in papers on file with the Securities & Exchange Commission last week.

It also was revealed that Jefferson Standard Life Insurance Co. had acquired $1,450,000 in newly issued preferred stock of the company in what was described as an investment for its insurance business.

The transactions do not affect President George B. Storer's ownership of approximately 51% of the voting stock, and therefore control of the company, which described itself in the SEC papers as the "largest independent (as distinguished from network) radio and television broadcasting owner and operator in the U. S."

A registration statement filed with SEC on Oct. 23 showed that the bulk of the 200,000 shares of common $1 par stock to be offered for sale, at a proposed offering price of $14 per share, is being sold by J. Harold Ryan, vice president, treasurer, and a director of Storer Broadcasting, and his wife, Mrs. Frances S. Ryan.

Mr. Ryan, brother-in-law of President Storer, is selling 63,125 shares and Mrs. Ryan 102,500, but they will retain 50,000 shares each and together remain the No. 2 stockholder in the firm, which owns seven radio and five television stations. Additionally, Mr. Ryan owns the only preferred stock (500 shares) outstanding aside from that acquired by Jefferson Standard.

Breakdown of Offered Stock

With the 165,625 shares of common being sold by Mr. and Mrs. Ryan, the 200,000-share issue is rounded out with 34,375 shares being sold by Detroit Trust Co. from a trust set up previously by Mr. Storer for members of his family. The trust company is retaining 65,620 shares of common in the trust.

The common stock of the company is of two types, common $1 par and Class B common, the only difference being that the common $1 par currently pays somewhat higher dividends. The two types carry the same voting privileges. It is the common $1 par that is being sold. Shares retained by Mr. and Mrs. Ryan and the Detroit Trust Co. are Class B common, as are all those owned by Mr. Storer.

The 200,000 shares will be offered to the public through Reynolds & Co., New York, with SEC expected to complete its examination of plans in time for the offering to be made about the middle of November.

A total of 8,879½% of the 14,500 shares of preferred (non-voting) stock acquired by Jefferson Standard Life Insurance Co. at $100 a share came from Mr. Storer, while the rest were bought from some 20 or more other stockholders. The projected sale of the 200,000 shares of common, however, does not include any stock personally owned by Mr. Storer, who owns 640,125 out of 1,106,000 common shares outstanding.

Jefferson Standard, which through its subsidiary Jefferson Standard Broadcasting Co. owns WBT and WBTV (TV) Charlotte, controls WBIG Greensboro and has a minority interest in WFMY (TV) Greensboro, acquired the 14,500 shares of preferred under an Oct. agreement which also provided that while Storers control 51% of the voting stock company will not undertake any new fund indebtedness or issue any additional stock less approved by the holders of 75% of preferred stock.

Jefferson Standard has indicated its des to buy more television properties in the No and South Carolina area (see story, page

It also was reported that in the near fut Storer Broadcasting Co. stock will be listed the American Stock Exchange and the Midw Stock Exchange.

Storer Broadcasting Co. originally was ganized as Fort Industry Oil Co. on July 1927. The firm subsequently withdrew fr the oil business and expanded in radio, and May 2, 1952, the name was changed to Sto Broadcasting. The company currently ow WAGA-AM-FM-TV Atlanta, WGBS-AM-F Miami, WJBK-AM-FM-TV Detroit, WSP AM-FM-TV Toledo, WBRC-AM-TV Birmi ham, KABC and KEYL (TV) San Anto and WWVA-AM-FM Wheeling, W. Va. T company plans to consolidate its national he quarters, currently located in Detroit Birmingham, Mich., in a new structure n being built in Miami and slated for comple early next year.

The company also owns 95% of Televi del Caribe, S. A., which holds a permit fo tv station at Havana, Cuba, upon which co struction is underway; the *Miami Beach Flor Sun*, and 46.5% of the Class B common st of the Standard Tube Co., Detroit, while in vidual members of the Storer family own ot blocks of stock in that firm.

The company also maintains sales offices Chicago and New York and with its su sidiaries, employs 675 people.

Changes Oct. 14

Storer on Oct. 14 had amended its arti of incorporation to authorize issuance 1,500,000 shares of common stock at $1 p 1,500,000 shares of Class B common stock $1 par, and 15,000 shares of 7% cumulat convertible preferred stock at $100 par. Hold of the old common stock ($1 par) were allow to exchange it for either new common stock Class B common on a share-for-share basis were allowed to trade in their old 5% cumu tive convertible preferred stock ($30 par) the rate of 3 1/3 shares for one share of new 7% preferred stock. All old capital st was exchanged before Oct. 22.

The preferred stock purchase agreement w Jefferson Standard provides that if the Sto reduce the number of shares owned or co trolled by the family to less than 51%, Storer shall cause the company to offer to p all preferred stock at $107 per share p accrued dividends.

Jefferson Standard agrees not to "exer the right" to convert its preferred stock i common for four years provided that the co pany redeem at least 20% of outstanding p ferred before the end of the fifth year from date of agreement, at $107 per share plus

on the air

kcri-tv channel 9

CEDAR RAPIDS, IOWA

Covering Northeast Iowa

a new television station with a balanced market story

THIS isn't *just another new television station.* KCRI-TV sells a balanced market of farm *and* city families. Cedar Rapids—Iowa's second largest urban market.* Northeast Iowa — the richest corner of the nation's wealthiest farming state.

Why can KCRI-TV deliver both big city and big farm audiences? For three reasons: (1) Location in Cedar Rapids, Iowa's fastest growing city, second in volume of retail sales. (2) A strong, clear signal beamed toward northeastern Iowa's high income farmers. (3) Live, local programming especially produced to satisfy the interests of both farm and urban audiences.

The KCRI-TV Farm and Urban Market: (interim coverage)

- **Total population 1952: 536,190**
- **Total number of families: 162,150**
- **Farm population: 143,550**
- **Total retail sales: $622,658,000.00**
- **Retail sales index: 122**
- **Gross farm income: $485,112,000.00**

KCRI-TV: located in Iowa's second largest urban market, deep in the nation's richest farming area.

Sell these two great markets the economical way:

Two will get you three on KCRI-TV
KCRI-TV sells these two rich markets at 2/3 the cost of other local TV media.

Get all the facts from H-R Television, Inc.

Chrysler Bldg., New York 17
33 East Wacker Drive, Chicago 1

** Dollar volume of retail sales.*

kcri-tv channel 9

CEDAR RAPIDS, IOWA

Covering Northeast Iowa

Represented by H-R Television, Inc.

Basic ABC Network Affiliate

crued dividends. The company also must pick up 20% per year thereafter at a like price.

Should the company pay any dividends to holders of common stock while preferred stock is outstanding and such dividends should reduce the earned surplus of the company below the amount existing on Jan. 1, 1953, Jefferson Standard is relieved of restrictions against conversion of preferred to common.

Storer's 1952 profit before income taxes was $3,963,304, and net profit $1,594,956. For the eight months ending Aug. 31, 1953, profit (not audited) before tax provision was $3,750,881, with net profit $1,417,758, as compared to profit for the eight months ending the previous August of $2,432,315 before taxes, net profit of $878,915.

Gross am revenues in 1952 were $4,610,424, for tv $6,865,194. Gross revenues for the eight months ending Aug. 31, 1953, were $3,001,470 for am, $6,154,595 for tv, compared with the eight months ending Aug. 31, 1952, of $2,957,575 for am, $4,115,768 for tv.

The company claims a television coverage for its stations of 2,207,658 sets or a population of 13,189,200. It has ordered color equipment for its stations in Atlanta, Birmingham, Detroit, and Toledo, and plans color equipment for its San Antonio station.

It claimed revenue for broadcasting in 1952 was derived as follows: Am—national spot 45%, local 40% and network 15%; tv—national spot 39%, local 34% and network 27%.

Jefferson Standard Seeks New Tv Outlets

JEFFERSON STANDARD Broadcasting Co., operator of WBT-WBTV (TV) Charlotte and WBIG Greensboro, plans to acquire, "if possible," other television properties in the North and South Carolina area, according to an announcement last week by Joseph M. Bryan, president of the broadcasting company and first vice president of Jefferson Standard Life Insurance Co.

Mr. Bryan made the announcement coincident with the disclosure of plans to enter color television in the spring of 1954. He said WBTV had contracted for necessary equipment for colorcasting of CBS-TV Network programs.

As part of the company's expansion project, Thomas Howard, former technical director of WPIX (TV) New York, has been named director of engineering.

Mr. Bryan did not disclose whether there were any active negotiations at present for acquisition of new tv properties. The company now has pending before the FCC an application for ch. 7 in Florence, S. C., scheduled for hearing because of competing applications.

A Nation Responds

WHAS-AM-TV Louisville, Ky., last week reported they had been besieged with nationwide telephone calls in response to Arthur Godfrey's network simulcast for aid to 4-year-old Temple "Tempie" Lewis, who died last Friday, several days after being bitten by a rabid dog.

Victor A. Sholis, vice president and director of WHAS, in response to "Tempie's" father's request for help, urged Mr. Godfrey to voice an appeal on his Wednesday morning program. The station reported that a multitude of heartwarming responses ranging from blood donations to many old time remedies have been pouring in.

FLANAGAN WARNS TV STATIONS AGAINST NETWORK ENCROACHMENT

Station Representatives Assn. executive charges in Chicago talk that the major networks are trying to obtain monopolistic control of tv stations built by independent investors. He cites radio pattern.

MAJOR networks are trying to obtain monopolistic control of the tv stations that independent investors have built, T. P. Flanagan, managing director of Station Representatives Assn., charged Wednesday in an address to the Chicago Television Council.

Extreme vigilance must be exercised, Mr. Flanagan warned, or the "patterns of radio, good and bad, will automatically be fixed upon television."

Citing a major network's "devious devices" such as selling radio announcements "contrary to the historic conception of network service," he said stations actually suffer another form of rate cut through the bookkeeping transfer for spot announcement dollars to network classification.

Mr. Flanagan said the station gets 70% of the advertiser's dollar from national spot compared to 30% from network business. Network income is only 13% of total station income, according to FCC data, he said.

The diversion of non-network business to network in a period of declining radio network income does not justify a similar invasion of television spot business in a period of soaring tv time sales, he declared, adding:

'Needs No Sacrifices'

"Network television needs no sacrifices of fractions of station income because of loyalty to networks, not to guarantee the future of networks. Yet a plan for the sale of participations in sustaining network television shows is now announced as an experiment, as a Christmas business program, as a way to compete with magazines, heavily laden with increasing volume of advertising."

Some stations reacted unfavorably to the "ROSAH Plan" of selling spot announcements in sustaining shows, he continued. Stating that stations have their present and future destiny in their own hands, he said, "It is true that networks demand loyalty, require obedience. . . . So if you're a station owner, and have put half a million dollars more or less into a television station, and you want a network affiliation, remember the network motto for stations: Loyalty, sacrifice, obedience, humility."

Mr. Flanagan referred to network representation of non-network national spot and FCC rules calling for competition between stations and networks. He cited a CBS affiliates committee statement of station responsibility to determine for itself the rate it will charge for its program service.

"Total control of the broadcasting business is the exact fact that leads to more government regulation, suits, divestiture," he said.

Noting feeling among some timebuyers and advertisers that film does a better job and is more flexible for television, he said he felt, on the contrary, "there is a need for some interconnected service for great national events, national news, etc. But, of course, that doesn't necessarily have to be commercial networks; and it is certainly true that networks are much more monopolistic of station time in television than they were in radio. Three hours of network, in three segments of a day, or nine hours, represents a very large proportion of the time that a station operates. The television day will grow longer, but the fact is that the time precedents held over from radio are unfair for the television advertiser."

Mr. Flanagan forecast that national spot certain to be a most important item of sta income, perhaps somewhat larger in propor than it is in radio. As in radio, the stati depend upon the networks for some progr ming, but with less dependence as film develo and not for large income."

He found "a problem of television incon in stations in small markets; uhf stations general and markets with too many stati (New York and Los Angeles). A "large f of national spot promotion money should s be raised and wisely expended to fill up w spot business the stations in the new marke the small markets, the uhf stations and stations in the markets where you have ple ful competition," he said. "The business is be had, but it will take work."

Progress in national newspaper advertis business from $167 million in 1935 to $526 m lion in 1952 while radio, magazines and tel sion were growing was marked by a $1.5 mill annual promotion and sales fund spent throu the newspapers' Bureau of Advertising, he s adding, "Both radio and television, of cou must do likewise if they are to properly promo their business."

Mr. Flanagan said a $500 billion economy "not too far-fetched an expectation" with a vertising conceivably able to double its pres volume.

Grabhorn to WAAT-WATV As Director of Sales

MURRAY GRABHORN, widely-known broa casting executive, will join WAAT and WAT (TV) New York as director of sales, effect today (Monday), President Irving R. Ros haus announced last week. The appointme linked with the imminent transfer of WAT transmitting site to the Empire State Bl tower, was termed a move to amplify a augment the station's sales activities. In t newly created post of director of sales M Grabhorn will work in conjunction w Edmund Lennon, vice president in charge sales.

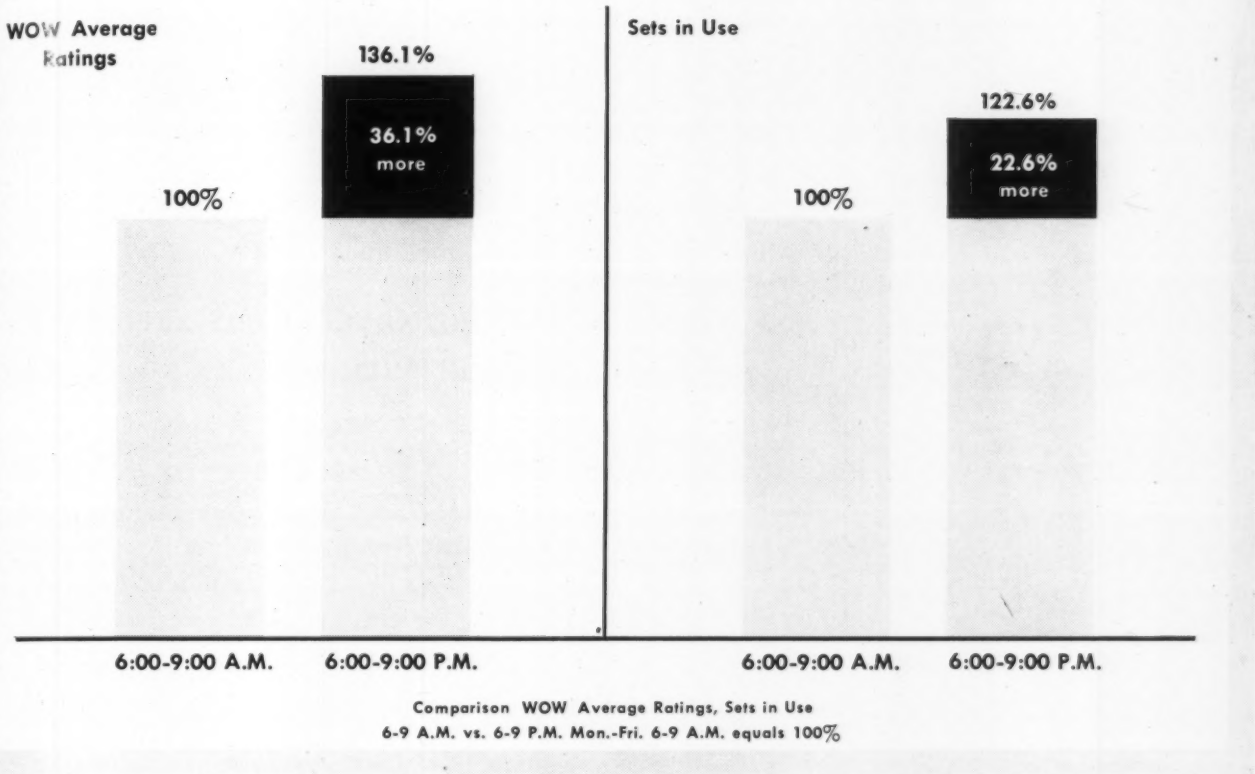
Mr. Grabhorn formerly was in charge new business development for the Edw Petry & Co. station representation firm, a before that served as managing director National Assn. of Radio & Television Stati Representatives, predecessor of Station Repr sentatives Assn. For some 10 years he w associated with ABC, where he served as v president in charge of o&o stations. He h twice served as president of the Radio & Tel vision Executives Society.

WNBC, WNBT (TV) Sales U

LOCAL time sales at both WNBT (TV) a WNBC New York during the month of Octo were described last week as "the highest in h tory" and representing "spectacular increas over the previous record highs for a mont period. In a memorandum made available t the stations, it was pointed out that local t sales at the radio outlet during October s ceeded the previous high by 34% and that lo time sales at the tv station exceeded the p vious monthly high by 45%.

In WOW land... EVENING IS EVEN BETTER

335,700 radio families confirm it!



Comparison WOW Average Ratings, Sets in Use
6-9 A.M. vs. 6-9 P.M. Mon.-Fri. 6-9 A.M. equals 100%

*Source: Pulse of Omaha Area, Jan.-Feb. 1953

We have it in black and white—evening radio time is even better than early morning which has always been a splendid buy considering listeners per set, audience turnover and family-type audience.

Take a second look at these figures from a Pulse* survey of 335,700 families in four states comparing the three hour periods 6-9 P.M. with 6-9 A.M. Monday through Friday:

36.1% higher average ratings on WOW in the evening.

22.6% more sets in use in the evening.

But WOW, Omaha, a well-managed station with colossal radio coverage, is not a hand-picked example. Evening radio offers a much bigger audience than early morning in many other markets coast to coast, even including mature television markets, and the cost per thousand comparison is highly attractive.

Every advertiser and agency should have the percentages proving that evening radio is today's biggest bargain. Call your John Blair man *today!*

This is one in a continuing series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the radio stations chosen for this series are all John Blair-represented outlets . . . all in major markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

BUSINES

O

MORE AND MORE ADVERTISERS ARE SPENDING
MORE AND MORE MONEY ON WCKY FOR JUST
ONE REASON - - - -

WCKY DOES THE REAL JOB
FOR THE ADVERTISER

OVER 100 ADVERTISERS USED WCKY TO SELL M
OCTOBER - - - - 15% MORE THAN A YEAR AGO

THESE ADVERTISERS SPENT 12% MORE DOLLARS
IN OCTOBER THAN A YEAR AGO TO MAKE IT
OUR BIGGEST OCTOBER IN HISTORY - - - - FOR
ONLY ONE REASON

WCKY IS THE SELLINGEST STATION
IN THE NATION

Fifty Grand
In Selling Power

WCKY . . . ON THE AIR EVERYWHERE ● TWY-

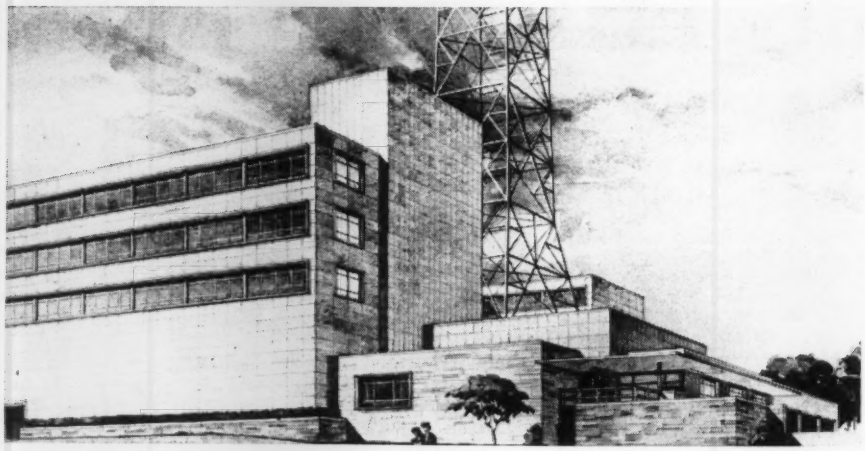
S BETTER THAN EVER
WCKY

WHY DON'T YOU PUT YOUR PRODUCT ON WCKY AND JOIN THE LONG LIST OF PRODUCTIVE ADVERTISERS:

REGAL SHOES
SAL HEPATICA
LINCOLN MERCURY
TRUSHAY
ATLAS BANK
SSS TONIC
BARQ ROOT BEER
MAX'S CLOTHES
MARKET GARDENER
PALL MALL CIGS
FEENAMINT
WONDER BREAD
SWIFTON VILLAGE
BAVARIAN BEER
TIME LOAN
DR PIERCE
MY T FINE
PAN AMN COFFEE
DR CALDWELL
PROVIDENT BANK
ROMAN CLEANSER
CONEY ISLE
MERCURY DEALERS
LIPTON SOUP
SCHOENLING BEER
GROVES LABS
MILK BONE
SWANSDOWN
BOND CLOTHES
BAYER ASPIRIN
LIFE MAGAZINE
CINTI BELL TEL.
HOME BUILDERS
MERCURY DEALERS
NO NOD
D-CON
IMDRIN
ROBIN MOTORS
CINTI GAS & ELEC CO
SWAMPROOT
TINTEX
LYDIA PINKHAM
DOUBLE DANDERINE
MGM PICTURES
NORWOOD FORD
VATRONOL
QUEEN CITY SURPLUS
MINUTE TAPIOCA
SAT EVENING POST
GEO BYERS SONS
HEUBLEIN'S A1 SAUCE
PREMIUM CRACKERS
KROGER GROCERY CO
P & G DREFT
FARR TRADE MART
SHERATON HOTELS
DR BASKIND
KAMPF JEWELERS
SHULTON OLD SPICE
MUNTZ TV
CENTRAL TRUST
HOSPITAL CARE
WORLD INS.
HEALTH SPOT SHOES
TRYPTACIN
HOWARD HIVELY
LADIES HOME JOURNAL
VAPORUB
McCORMICK TEA
SAFEWAY TRAVEL
NEW YORK CENTRAL RR
STEINBERG CLOTHES
BROMO QUININE
WAVERLY FABRICS
PEPSICOLA
FORD MOTORS
MOTOROLA
PINEX
HALO
GIBSON WINE
HULL DOBBS
H E REDKEY
BAILER'S
BIRDSEYE
TAYSTEE
RODA'S
R M LUCAS
TALLY HO
BLONDEX
SUN OIL
PRESTONE
PERTUSSIN
BL. DRAUGHT
STANBACK
SWING CLUB
WHITE CROSS
HUDEPOHL BEER
DUNCAN HINES
666
FANNY FARMER

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK



BROADCAST HOUSE, WTOP-AM-FM-TV Washington's new, five-story, $2,000,000 building, went into complete operation last week. All broadcasting activities will be handled from the structure with the exception of the am transmitter which remains at Wheaton, Md.

Film Mixup Delays Telecast By 'Under-Fire' Official

Program finally presented on delayed basis. Area stations ready plans for election coverage.

CIRCUMSTANCES surrounding the telecast of a talk by New York State Sen. Arthur H. Wicks, carried Oct. 20 after a two-day delay, highlighted spirited radio and television activities of pre-election campaigning in New York's mayoralty contest.

Sen. Wicks was scheduled to have presented an explanation for his visits to convicted labor extortionist Joseph S. Fay in Sing Sing prison over a New York state-wide network of six stations, originating from WNBT (TV) New York on Oct. 18, starting at 1 p.m. The half-hour telecast was delayed, an NBC spokesman said, when it was discovered at show time that the can of film was in the processing department instead of the broadcasting studios.

The talk finally was caried over WNBT at 2:30 p.m. that day but the telecast on upstate stations was cancelled because of conflict with local programming. A scheduled radio broadcast of Sen. Wicks' talk was made over Mutual stations in New York State at 5:30 p.m.

On Tuesday, the telecast was repeated on WNBT and carried for the first time on stations in Buffalo, Syracuse, Utica, Binghamton, Elmira and Rochester at 9 p.m.

Meanwhile, New York City area radio and television stations prepared extensive programming centering around the campaign for the mayoralty office and for coverage of the election tomorrow (Tuesday). Among them:

WQXR New York presented a 55-minute program, "Meet Your Next Mayor," on which the featured speakers were the major candidates. These included Rudolph Halley, Liberal Party; Clifford T. McAvoy, American Labor Party; Harold Riegelman, Republican, and Robert F. Wagner Jr., Democrat.

WWRL announced that it is offering each candidate a 15-minute program during which he may be heard in person or by recording. Special nights have been designated for the political talks.

WCBS-TV offered a special half-hour program on its *An Eye on New York* series, titled "The Issues of This Election." Spokesmen for non-partisan, New York civic organizations presented reports on information gathered by a questionnaire sent to each mayoralty candidate.

WABD (TV) reported that organizations backing major candidates in the New York mayoralty election, plus two nominees in the New Jersey gubernatorial election, have purchased time on the air, ranging from one-minute spot announcements to half-hour programs.

WPIX (TV) announced that the National Carbon Co., New York, through William Esty Co., New York, has bought the station's election night coverage in behalf of its Prestone anti-freeze preparation. Election bulletins will be presented, starting at 9 p.m., and at 11:15 p.m. WPIX will give complete reports on the election.

WOR will broadcast coverage of election returns of both the New York mayoralty and New Jersey gubernatorial races, starting at 8:30 p.m., as a public service. A spokesman said the station has notified sponsors that it is cancelling all commercial programming except news shows on election night.

WATV (TV) Newark has sold election night coverage of the New Jersey and New York contests to Howard Savings Banks and the Packard Dealers, both of Newark. Coverage will begin at 9 p.m. with bulletins on the hour and a 15-minute summary on the half-hour until about 10:30 p.m., when programming will be devoted solely to election returns.

New York-owned WNYC, noted its thorough coverage of elections, will start at 7 p.m. EST, with reports directly from New York City police headquarters on mayoralty returns and from WTTM Trenton, WPTR Albany and WSTC Stamford on neighboring state elections.

WMCA New York's election night coverage will be sponsored by Willys Motors Inc. through Ewell & Thurber Assoc., New York, with summary programs every 15 minutes after the polls close and a 10-minute prediction program at 7:50 p.m. EST.

WCBS New York will present a complete summary of election returns at 10:15-10:30 p.m., and starting at 11:30 p.m. will remain on the air until midnight with follow-up reports. Station plans hourly reports on the all-night *Music 'Til Dawn* program.

WCTC New Brunswick, N. J., teamed up with Johnson & Johnson to present a debate among four New Jersey gubernatorial candidates earlier this month. Station granted free air time of ten minutes to each candidate. Johnson & Johnson hired an auditorium for the event and handled invitations, publicity and programs.

WMGM New York announced plans to interrupt all programs with bulletins of the progress of election contests in and around New York. Five-minute summaries will be presented at 7:55 p.m., 8:55 p.m. and 9:55 p.m. EST.

Complete coverage of election races throughout Connecticut and in Springfield, Mass., is planned by WNHC-AM-TV New Haven. Various programs have been scheduled between 6 p.m. and 10:45 p.m. for presentation of returns and analyses of the voting.

DuMont Television Network will present the three major party candidates in the New York mayoralty contest in a symposium on *The Big Issue* program today (Monday) 8:30-9 p.m. EST. Discussing the topic, "How to Run the World's Biggest City" will be Robert Wagner (Democrat), Harold Riegelman (Republican) and Rudolph Halley (Liberal).

WCKY October Record

BIGGEST October in its 24-year history was reported last week by WCKY Cincinnati. L. B. Wilson, president-general manager, and C. H. Topmiller, executive vice president, said the 50-kw independent had more than 100 national and local advertisers, 15% more than for October 1952, spending 12% more than in the same month last year.

WTOP SHIFTS WORK TO NEW QUARTERS

THIRD and final stage of WTOP-AM-FM-TV Washington's move to its $2,000,000 plant "Broadcast House" location was completed last week, John E. Hayes, president, has announced.

Tv was the first of the CBS-affiliated stations' operations to occupy the 40th & Brandywine Sts. site. The building is constructed around the television transmitter, which began operations in January 1949. The radio side moved from the former location in the Warner Bldg. Oct. 18; the business office moved last Thursday.

The 92,484 sq. ft. structure includes three tv and four radio studios, one combination studio, a network film developing and processing lab, and a basement cafeteria. Newsroom is shared by both radio and tv.

The WTOP stations are owned by the *Washington Post* (55%) and by CBS (45%). Official dedication of Broadcast House tentatively is scheduled for January.

NCAA Tv Plan Studied By Unhappy Big Ten

THE BIG TEN is still unhappy with the NCAA's controlled football tv plan and will take the matter up at its next regular meeting in Chicago Dec. 7-12, it was reported last week.

The Western Conference feels that the exceptions granted by NCAA on certain local football telecasts this fall represent a "compromise and not a solution" to the problem, according to Bill Reed, conference publicity director.

Two years ago the Big Ten had to reject an estimated $1.5 million offer for telecasts of sectional games because of the NCAA ruling, he noted. The exceptions granted this fall have not followed a pre-arranged pattern and do not allow contractual negotiations beforehand, he said.

Whatever action it takes will be submitted to the NCAA at its meeting next January. Despite this dissatisfaction with NCAA tv policy, the Big Ten would go along with its decision, Mr. Reed added.

KVSM Sold to Malloy

KVSM San Mateo, Calif., has been sold for $100,000 to John F. (Les) Malloy, San Francisco radio-tv personality, and associates, subject to FCC approval. Hugh H. Smith, motion operator, will transfer KVSM to a new firm, KVSM Inc., headed by Mr. Malloy, who also is 10% stockholder in KROY Sacramento. Sale of the 1 kw daytime independent on 1050 kc was negotiated by Blackburn-Hamilton Co. station broker.

Ike's Day on WTPA (TV)

FIRST television coverage of President Eisenhower's birthday party in Hershey, Pa., is claimed by WTPA (TV) Harrisburg. Station cameraman Guy Pugilesse filmed shots of the President and First Lady at the box luncheon in Hershey Stadium, their entrance by horse and buggy into the huge circus tent erected for the occasion, and of the $100-a-plate banquet. WTPA used a speed-developing process to have the film ready for showing 25 minutes after the event. A full-hour program on the party was presented the following night.

WOAI is the SOUTHWEST'S MOST POWERFUL advertising influence

NIGHT TIME
WOAI REACHES MORE FAMILIES THAN ALL THREE SAN ANTONIO NEWSPAPERS AND THE NEXT THREE RADIO STATIONS COMBINED

WOAI
633,077
FAMILIES

3 SAN ANTONIO NEWSPAPERS TOTAL CIRCULATION . .	239,174
Next 3 RADIO STATIONS	286,005
	525,179

DAY TIME
WOAI REACHES MORE FAMILIES THAN ALL THREE SAN ANTONIO NEWSPAPERS OR THE NEXT TWO RADIO STATIONS COMBINED

WOAI
377,817
FAMILIES

ALL THREE SAN ANTONIO NEWSPAPERS
239,174
OR
Next TWO RADIO STATIONS Combined
297,725

NOTE: Radio figures—SAMS 1952 Newspaper — ABC Publishers statements March 31, 1953, Monday through Friday.

WOAI reaches MORE PEOPLE at LESS COST than any single medium or combination of media!

NBC Affiliate
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

EIGHT STATIONS, 5 VHF, 3 UHF, BEGIN COMMERCIAL OPERATION

KLZ-TV Denver is third new station there. Others take the air in New Orleans, Rochester, Dayton, Oklahoma City, Johnson City, Tenn., and Temple, Tex.

KLZ-TV Denver, Colo., was to commence commercial operation yesterday (Sunday) on vhf ch. 7, to become the third outlet in the Rocky Mountain city. Telecasts have started from the station's new Radio-Tv Center although considerable construction remains. Inaugural program featured appearances by Mayor Quigg Newton of Denver and other dignitaries. The CBS affiliated station received the first post freeze hearing grant after contested hearing with the Wolfberg theatre interests.

KLZ-TV is one of the eight stations, but seven signals, that went on the air last week. Among them were WHEC-TV and WVET-TV Rochester, N. Y., sharing time on vhf ch. 10. Johnson City, Tenn., and Temple, Texas, got their first home outlets.

Stations that went on the air were:

KLZ-TV Denver, Colo., vhf ch. 7 (CBS), represented by The Katz Agency.

WJMR-TV New Orleans, La., uhf ch. 61 (DuMont), represented by The Bolling Co.

WHEC-TV Rochester, N. Y., vhf ch. 10 (ABC, CBS), represented by Everett-McKinney Inc. (share time with WVET-TV).

WVET-TV Rochester, N. Y., vhf ch. 10 (ABC, CBS), represented by The Bolling Co. (share time with WHEC-TV).

WIFE (TV) Dayton, Ohio, uhf ch. 22, represented by Headley-Reed Tv Inc.

KLPR-TV Oklahoma City, Okla., uhf ch. 19 (DuMont), represented by The Bolling Co.

WJHL-TV Johnson City, Tenn., vhf ch. 11, represented by John E. Person Tv Inc.

KCEN-TV Temple, Tex., vhf ch. 6 (NBC), represented by George P. Hollingbery Co.

KCEN-TV Temple, Tex., vhf ch. 6, was to start commercial operation yesterday (Sunday) with FCC Comr. Robert Bartley and Sen Lyndon Johnson (D-Tex.) attending the opening ceremony.

WJHL-TV Uses Temporary Tower

After having its antenna tower collapse just days before it was to begin commercial programming, WJHL-TV Johnson City, Tenn., vhf ch. 11, constructed a temporary 60 ft. tower and began operations Oct. 24, the station reported.

First station for Alaska is scheduled to make its debut Nov. 15 when KFIA (TV) Anchorage begins operation on vhf ch. 2. Tests began mid-October. Delay in arrival of projection equipment postponed the debut for two weeks, reported James G. Duncan, general manager.

KTVU (TV) first video outlet for Stockton, Calif. (uhf ch. 36), expects to be on the air commercially Nov. 7, Knox LaRue, general manager, reported last week. KCAF (TV) Fresno, Calif., has leased a building adjacent to City Hall for its uhf ch. 53 operations. WBLN-TV Bloomington, Ill., uhf ch. 15, expects to be on the air commercially Nov. 8 with an 11-man staff recruited by owner Cecil W. Roberts.

WTRF-TV Wheeling, W. Va., commenced commercial operations Oct. 24 on vhf ch. 7, after failure of vital pieces of equipment to arrive threatened postponement, Robert W. Ferguson, vice president, reported. This is the first tv outlet for Wheeling. WLBR-TV Lebanon, Pa., began regular programming Oct. 25 on low-band uhf ch. 15, general manager Lester P. Etter announced. KANG-TV Waco, Tex., officially started commercial operations yesterday (Sunday) on uhf ch. 34, manager Bob Walker reported. KSTM-TV St. Louis, Mo., made its commercial debut Oct. 25 on uhf ch. 36. This station has asked the FCC to permit it to apply for vhf ch. 11 without relinquishing its uhf authorization.

Stations due on the air in the next 30 days are:

CALIFORNIA

KBAY-TV San Francisco, uhf ch. 20, November '53 (granted STA Sept. 15).

KTVU (TV) Stockton, uhf ch. 36, represented by George P. Hollingbery Co., Nov. 7.

KCOK-TV Tulare-Fresno, uhf ch. 27 (DuMont), represented by Forjoe Tv Inc., Nov. 9.

FLORIDA

WITV (TV) Fort Lauderdale, uhf ch. 17 (DuMont), represented by O. L. Taylor Co., Nov. 30.

WJDM (TV) Panama City, vhf ch. 7 (CBS, ABC), represented by George P. Hollingbery Co., Nov. 15.

GEORGIA

WJBF-TV Augusta, vhf ch. 6 (ABC, NBC), represented by George P. Hollingbery Co., Nov. 26.

WRBL-TV Columbus, vhf ch. 4, represented by George P. Hollingbery Co., Nov. 15.

WCOV-TV Valdosta, uhf ch. 37, represented by Stars National, November '53.

IDAHO

KBOI (TV) Boise-Meridian, vhf ch. 2, Nov. 27 (granted STA Sept. 29).

KBOI (TV) Meridian-Boise, vhf ch. 2, Nov. 27 granted STA Sept. 29).

ILLINOIS

WBLN (TV) Bloomington, uhf ch. 15, represented by Joseph McGilvra Inc., Nov. 8.

WCIA (TV) Champaign, vhf ch. 3, represented by George P. Hollingbery Co., Nov. 7.

WSIL-TV Harrisburg, uhf ch. 22, November '53.

INDIANA

WFIE (TV) Evansville, uhf ch. 62, represented by O. L. Taylor Co., Nov. 15 (granted STA Aug. 6).

WKJG-TV Fort Wayne, uhf ch. 33 (NBC), represented by Paul H. Raymer Co., Nov. 15.

WRAY-TV Princeton, uhf ch. 52, represented by Walker Representation Co., Nov. 15.

IOWA

KGTV (TV) Des Moines, uhf ch. 17, represented by George P. Hollingbery Co., Nov. 11.

KWWL-TV Waterloo, vhf ch. 7 (NBC, DuMont), represented by Headley-Reed, Nov. 26.

KANSAS

KOAM-TV Pittsburgh, vhf ch. 7 (NBC, CBS, DuMont), represented by The Katz Agency, Nov. 15.

WIBW-TV Topeka, vhf ch. 13 (CBS), represented by Capper Sales, Nov. 15 (granted STA Sept. 22).

LOUISIANA

KTAG (TV) Lake Charles, uhf ch. 25 (CBS, ABC, DuMont), represented by Adam Young Tv Inc., Nov. 15.

MASSACHUSETTS

WWOR-TV Worcester, uhf ch. 14, represented by Paul H. Raymer Co., Nov. 15.

MINNESOTA

WJON-TV St. Cloud, vhf ch. 7, represented by William G. Rambeau Co., November '53.

MISSISSIPPI

WCOC-TV Meridian, uhf ch. 30, Nov. 15 (tests due Oct. 29).

MISSOURI

KACY (TV) Festus, uhf ch. 14, November '53.

MONTANA

KOOK-TV Billings, vhf ch. 2 (CBS, DuMont), Nov. 9 (granted STA Aug. 11).

KFBB-TV Great Falls, vhf ch. 5 (CBS), represented by Weed Tv Inc., November '53.

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., Nov. 13.

NEW YORK

WHCU-TV Ithaca, uhf ch. 20, Nov. 15.

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Nov. 15.

WNCT (TV) Greenville, vhf ch. 9 (CBS, DuMont), represented by John E. Pearson Tv Inc., Nov. 15.

OKLAHOMA

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Nov. 14.

PENNSYLVANIA

WNOW-TV York, uhf ch. 49 (DuMont), represented by George P. Hollingbery Co., November '53.

SOUTH CAROLINA

WIS-TV Columbia, vhf ch. 10 (NBC), represented by Free & Peters Inc., Nov. 7 (granted STA Oct. 19).

TENNESSEE

WSIX-TV Nashville, vhf ch. 8 (CBS), represented by George P. Hollingbery Co., Nov. (granted STA Sept. 9).

TEXAS

KMID (TV) Midland, vhf ch. 2, Nov. 15.

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by O. L. Taylor Co., Nov. 26.

VIRGINIA

WTOV-TV Norfolk, uhf ch. 27 (ABC, DuMont), represented by Forjoe Tv Inc., Nov. 15 (granted STA Oct. 16).

WISCONSIN

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., November '53.

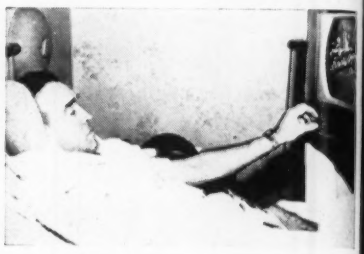
ALASKA

KFIA (TV) Anchorage, vhf ch. 2 (ABC, CBS), Nov. 15.

Leahy Keeps Coaching

YOU can't keep a good man down—especially if he's a football coach and television is available. Thanks to the efforts of WSBT-TV South Bend, Ind., Coach Frank Leahy of Notre Dame last Tuesday was able to direct squad practice through closed circuit tv from his room in St. Joseph's hospital. Mr. Leahy was convalescing after a collapse during the Notre Dame-Georgia Tech game Oct. 24.

WSBT-TV voluntarily arranged the



elaborate setup, connecting a 1,200-ft. cable with a truck-mounted camera and a microwave station atop Notre Dame Stadium. The truck camera followed practice on Cartier Field. Telecast was aired to a second microwave station atop the hospital, and a direct telephone line was made available. WSBT-TV indicated it would continue the arrangement until Coach Leahy is released from the hospital.

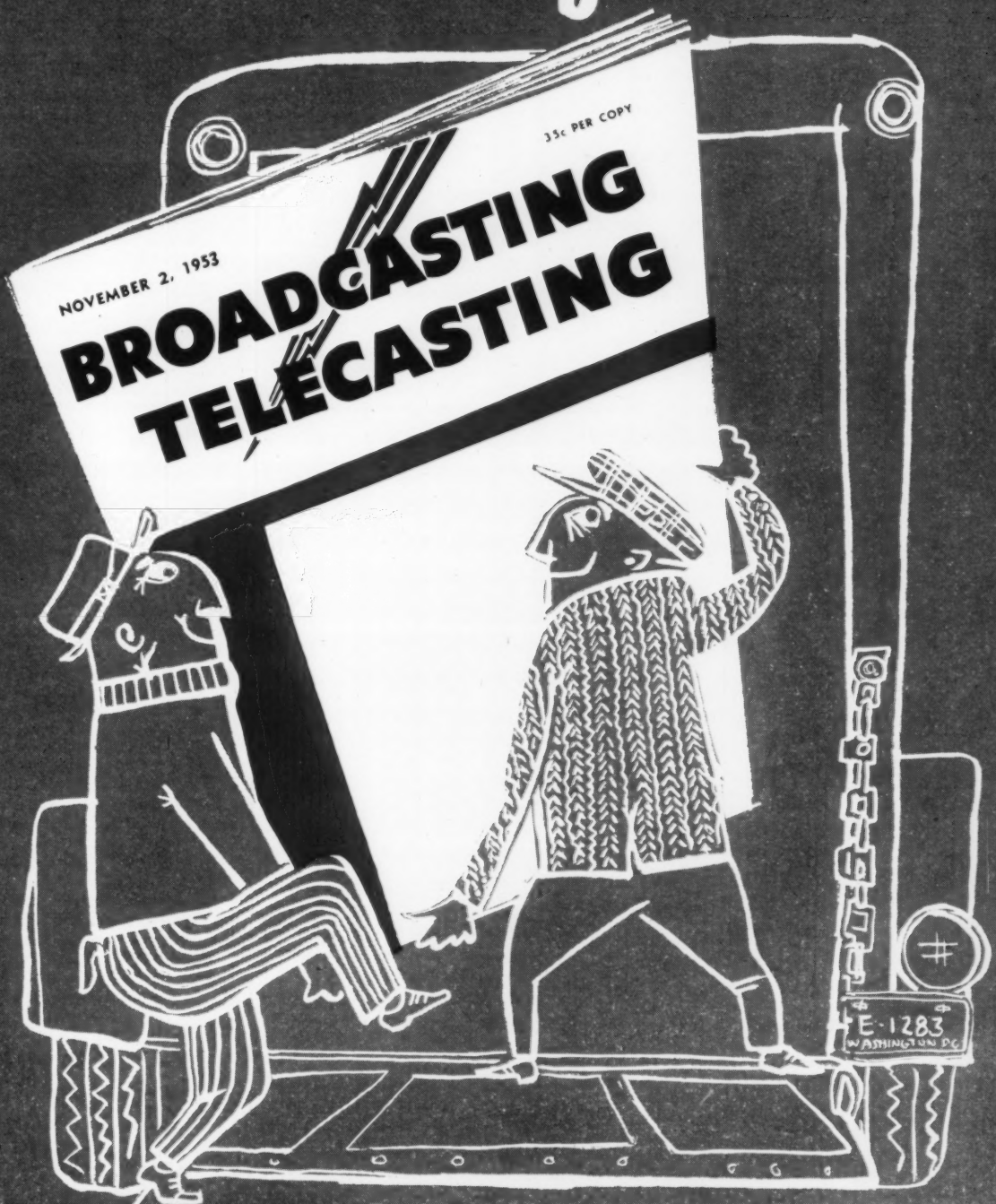
WPMT (TV), WLAM-TV Set Combination Sales Policy

COMBINATION station time sales has been set up by WPMT (TV) Portland and WLAM-TV Lewiston, both Maine, Frank S. Hoy, general manager of both stations, has announced. WPMT has been on the air since Aug. 3. WLAM-TV is due to begin commercial operations in December. The cities are 30 airline miles apart.

The Portland rate is $200 for Class A one hour time and that at Lewiston has been set at $150. Both stations can be bought for $25[0]. Mr. Hoy explained. Grade A and B areas will cover about one-half of Maine's population, Mr. Hoy said—354,608 people. Portland covers 185,885 persons and Lewiston will embrace 168,723 persons. There are 19,200 tv sets in Portland at the present time, Mr. Hoy said. The combination has also been offered to all four networks.

In linking his stations together, Mr. Hoy reported that a high-gain receiving antenna will be installed at both Lewiston and Portland so that originations in one station will be fed to the other for simultaneous broadcast. WPMT presently is affiliated with all four networks.

We're Moving

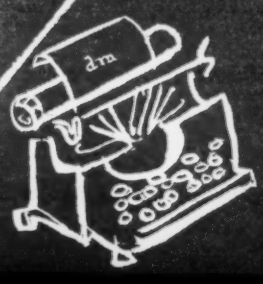


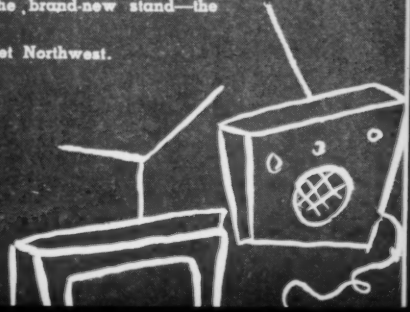
The teletypes and the typewriters stopped clicking. The paste-pots were covered. The final forms had closed on this issue last Friday. The moving men invaded our National Press Building offices. The vans carried 23 years of B•T files and appurtenances—and memories—a few blocks past the Treasury and the White House, to Connecticut Ave. and DeSales St. (opposite the Mayflower).

We're all now doing the same old business at the brand-new stand—the BROADCASTING • TELECASTING Building.

You're cordially invited to visit us at 1735 DeSales Street Northwest.

Metropolitan 8-1022
(Same Old Number)





WNBT (TV) Plans Power Boost

WNBT (TV) New York will boost its range to maximum permissible power allowed under FCC regulations early in December when the station's effective radiated power will be increased from 24 kw to 30 kw, it was announced last week by Hamilton Shea, general manager of WNBC-WNBT (TV).

According to Charles H. Colledge, director of technical operations for NBC's owned-and-operated stations, the new power increase will result in an improved picture for such fringe areas as Asbury Park, Hightstown, N. J., and Stamford, Conn., and will bring pictures to such out-of-range localities as Danbury, Conn., Newburgh, N. Y., and Milford, Pa.

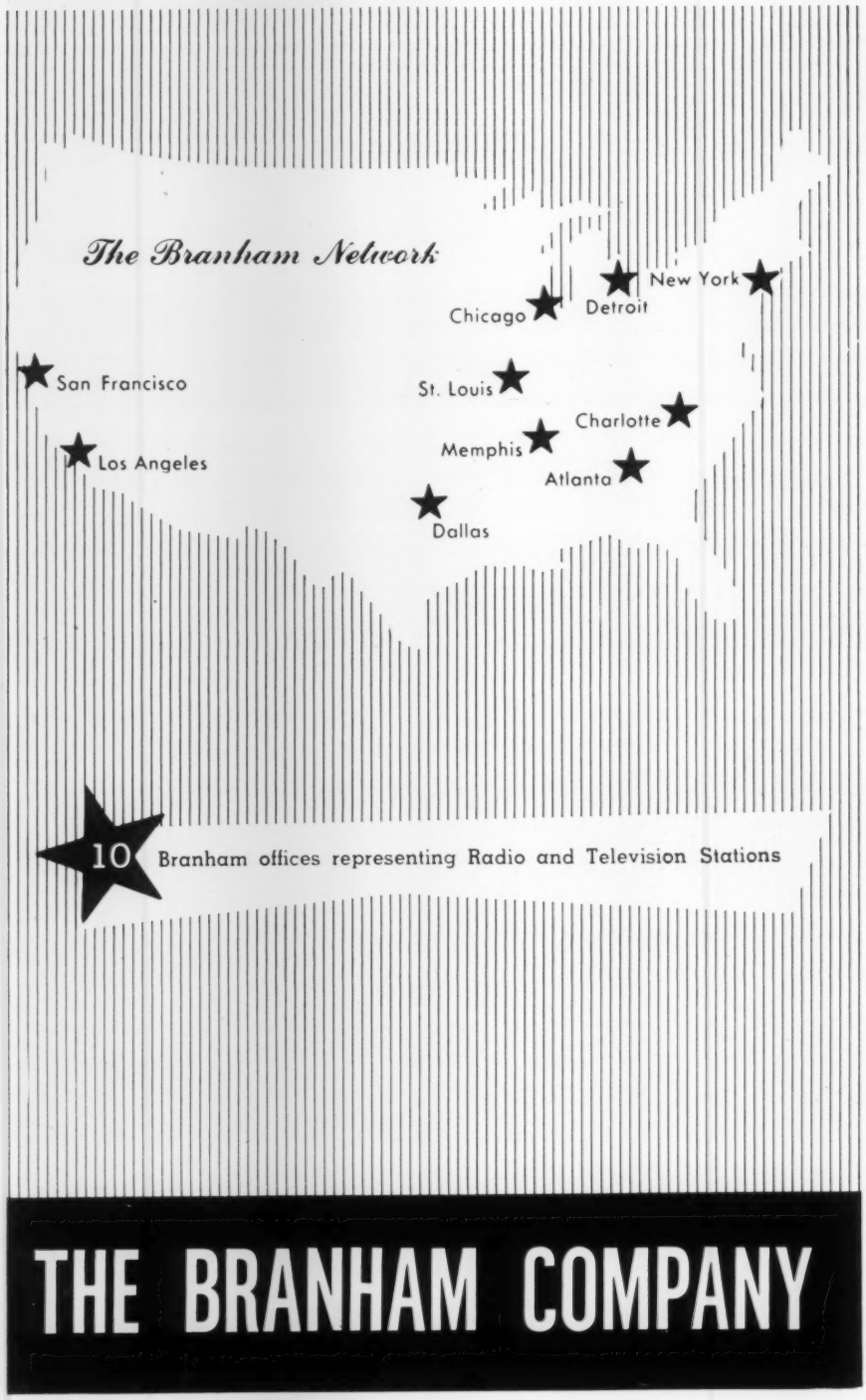
Raymond P. Bottom Dies; Was WGH President

RAYMOND P. BOTTOM, 60, president of WGH-AM-FM Newport News, Va., died early Thursday morning from a heart condition. Mr. Bottom had suffered a heart attack about two months ago but had been working half-days for the last fortnight. He worked Wednesday until 6 p.m., becoming seriously ill about 1:30 Thursday morning.

Funeral services were to be held Sunday afternoon at the First Presbyterian Church, Newport News.

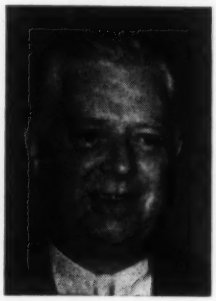
Mr. Bottom was president of these corporations: Daily Press Inc.; Hampton Roads Broadcasting Co. (WGH); Hampton Roads M... Corp., and Southern Colorprint Corp. He ... headed the newspaper firm since 1931. Du... World War II he served as a lieutenant co... mander in the Navy.

Surviving are his wife, Mrs. Dorothy ... Bottom; a son and two daughters.



Eaton Named WKLO Head

JOE EATON, general manager of WKLO-AM-TV Louisville, was elected president of the ... tions at a meeting of the stockholders and ... rectors of M... America Broadca... ing Corp., licens... last Tuesday. He w... continue as gene... manager of both ... tions. Mr. Eaton s... ceeds Emanuel Le... who will continue ... serve on the boa... of directors. Jam... F. Brownlee, partn... in J. H. Whitney ... Co., New York, w... continue as boa... chairman. WKL... began operations in 1948; WKLO-TV beg... Oct. 18.



Mr. Eaton

Andersons Sell Control Of KAFY for $200,000

DIVESTMENT by Sheldon Anderson and M... Geneva Anderson, his mother, of controlli... interest in KAFY-AM-TV Bakersfield, Cal... was announced last week, with a 49% sha... being purchased by Chronical Pub. Co., oper... tor of KRON-TV San Francisco. The And... sons sell 52% for total consideration of abo... $200,000, including assumption of a $75,0... loan by the buying parties.

Mr. Anderson, who also is principal stoc... holder in KCOK-AM-TV Tulare, Calif., w... retain 8.3% interest in KAFY-AM-TV. T... transfer, subject to FCC approval, was hand... by Albert Zugsmith & Assoc., Hollywood, st... tion broker.

Charles Thieriot, KRON-TV general ma... ager, increases his 15% holding in the KAF... properties to 16.67% while Harold P. Se... KRON-TV station manager, acquires 1% ... the Bakersfield stations. John Hearne, attorn... for Mr. Anderson, retains a 25% share.

Officers, Board Members Named for WABI Licensees

NEW officers and board for Community Broa... casting and Community Telecasting Co. (... censees of WABI-AM-TV Bangor, Me.) we... elected by stockholders last fortnight.

The officers: Ambasador to Pakistan Hora... A. Hildreth, president; John M. Kimball ... Portland, Ore., vice president; Carleton ... Brown, owner of WRKD Rockland and WTV... Waterville, vice president; James F. Whi... Bangor, treasurer, and Leon P. Gorman ... general manager-assistant treasurer.

George F. Eaton and Arnold L. Veague o... the law firm of Eaton, Peabody, Bradford ... Veague were named secretaries of WABI an... WABI-TV, respectively.

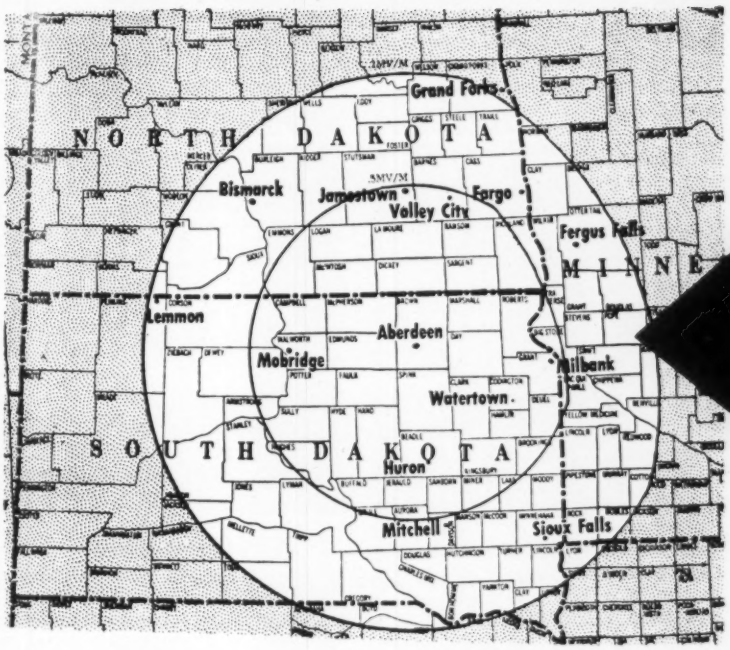
William H. Rea, Pittsburgh; Harold P. Mey... manager of WPOR Portland, and Walter ... Dickson, operations manager of WABI-AM-TV... were named to serve on the board of directors ... with the officers.

The center slices of the Rich Dakota Market are covered best by

KSDN

930 KC

ABERDEEN, S. D.



ABC NETWORK

Non directional — day
Directional — night

Affiliate of the
Aberdeen
American-News

CAPSULE DATA

There is no effective TV in the coverage area of our station.

•

There are 80,000 homes in the area we reach.

•

Yearly retail sales in our area are over 200 million dollars.

•

Compare the average 1951 cash income of $5191 with the average South Dakota Farm's cash income of $9700!

The price tag on a rich Farm Market!

Class "B"

	6:00 A. M. To 12:00 P. M. 60 Min.	30 Min.	1:00 P. M. To 6:00 P. M. 15 Min.	10 Min.	10:00 P. M. To Midnight 5 Min.	Spots
1 Time	55.00	33.00	22.00	16.50	11.00	5.50
13 Times	50.90	30.55	20.35	15.25	10.20	5.25
26 Times	46.75	28.05	18.70	14.00	9.35	4.95
52 Times	42.65	25.60	17.05	12.80	8.55	4.70
156 Times	38.50	23.10	15.40	11.55	7.70	4.40
260 Times	34.40	20.65	13.75	10.30	6.80	4.15
312 Times	30.25	18.15	12.10	9.10	6.05	3.85

†One minute, 125 words or less.
30% Off For Run Of The Schedule Spot Announcements.

Byron McElligott
General Manager
Nat'l Representatives
WEED & CO.

WNBQ (TV) Rates To Increase 20%

SCHEDULE of increased rates covering local programs and station breaks will be put into effect Nov. 1 by WNBQ (TV) Chicago, NBC o&o outlet, Harry Kopf, NBC vice president and general manager of WNBQ and WMAQ, announced last Tuesday. The increase will amount to approximately 20%.

Mr. Kopf observed that there has been a 28% jump in Chicago tv set ownership since Jan. 1 when the station last changed its rate card. No changes in time volume and the frequency discount structure are contemplated.

Rate for one hour of Class A time moves from $1,800 to $2,200, and a half hour from $1,080 to $1,320, according to Charles Dresser, WNBQ sales director. Fifteen-minute slots jump from $720 to $880.

Other changes, involving 20-second station breaks: Class AA time, from $350 to $450; Class A, $300 to $330; Class B remains at $225; and Class C, from $175 to $200.

Brown Confirms Report KOIL Is Up for Sale

REPORT that 5-kw ABC-affiliated KOIL Omaha (on 1290 kc) was up for sale was confirmed last week by Max Brown, general manager of the Nebraska Rural Radio Assn.-owned properties—which also includes KRVN Lexington, Neb. Mr. Brown said two non-broadcast groups are negotiating for the 28-year-old station bought by the farm cooperative early this year from Stuart Investment Co. [B•T, March 23].

The Stuart firm sold KOIL for $189,175 with NRRA paying it out on installments. The investment company retained a mortgage on the property. A third group made an offer last month, but withdrew because of factors not apparent when discussions got underway. The group comprised Glenn Snyder, general manager of WLS Chicago, and Edward Borroff, ABC Central Division. KOIL is represented by Paul H. Raymer Co.

WMIN-TV Names H-R Tv

WMIN-TV St. Paul-Minneapolis announces that it has switched national representative from O. L. Taylor Co. to H-R Television Inc., effective yesterday (Sunday). N. L. Bentson, station president, points out that the change effects WMIN Broadcasting Co.'s television property only.

ABC FURTHER DIVORCES RADIO, TV; TREYZ AND CHAPIN TAKE KEY POSTS

In a top-level executive realignment announced Friday, Oliver Treyz becomes director of the radio network. Slocum Chapin assumes counterpart duties as director of the television network. Additionally, others are re-assigned in moves to strengthen both radio and tv operations at ABC.

IN A MOVE designed to strengthen both its radio and its tv network operations, ABC is making two major extensions in its divorcement of radio and tv at the top-command level.

President Robert E. Kintner announced Friday that Oliver Treyz, heretofore director of research and sales development for both radio and television, had been named to the new post of director of the radio network, while Eugene Accas, who has been manager of radio sales development, becomes director of network radio sales development, and Dean Shaffner, second in command in Mr. Treyz's former radio-tv department, becomes director of network radio research.

The television counterparts of these radio operating executives will be Slocum Chapin, formerly in charge of ABC-owned tv stations and most recently assigned to development of daytime tv network programming, who was named director of the ABC television network; Don Durgin, former manager of tv sales development, named director of network tv sales development, and Donald Coyle, former manager of ABC's research department, appointed director of tv network research.

Changes Are in Effect

The changes became effective yesterday (Nov. 1). Mr. Treyz will serve under Charles T. Ayres, vice president in charge of the radio network, and Mr. Chapin under Alexander Stronach Jr., vice president in charge of the television network.

"We have made substantial progress on both the ABC Radio network and the ABC Television network during the past few months," Mr. Kintner said in his announcement. "Our objective is to improve further our radio and television programming and to increase radio and television network sales for the benefit of both the networks and their affiliates."

Other officials also cited the radio appointments of Mr. Treyz and Mr. Shaffner, No. 1 and No. 2 men in the formerly combined department, as evidence that ABC has no intention of concentrating on television at the expense of radio. ABC intends to strengthen, not "down-grade" its radio operations, one key executive asserted.

The term "down-grade" was used in answer to queries about recurrent reports that ABC was considering a plan of affiliation comparable to the controversial system instituted by Mutual (see story page 72).

Officials said categorically they were not considering such a plan and would not conceivably do so unless it should happen that the Mutual plan should "catch fire" and be adopted by other networks to ABC's business detriment.

They said ABC regrets not only Mutual's adoption of such an affiliation system but also the multiple-participation plans represented by such techniques as NBC's "Three Plan," CBS Radio's "Power Plan," and Mutual's "Multi-Message Plan."

Asserting that the record would show ABC had never adopted such a technique except when necessary to "meet the competition" arising from similar plans on other networks, they conceded they were now considering the advisability of coming up with something comparable to "Three Plan," "Power Plan," "Multi-Message Plan," etc.—their own, old "Pyramid" participation plan folded some time ago—but have not yet reached the point of deciding to put such a technique into effect or even seek affiliate approval of it.

They added that they doubted that the multiple-participation technique had added much to network radio's income, or affected greatly the distribution of advertisers' budgets among the various networks.

Aside from the new split-up of radio and tv executive functions, officials pointed out that they had separated radio and television in the vital areas of sales and programming some time ago, and, as further indication of their attention to radio, had just named Norman E. Cash of WLW Cincinnati, formerly with NBC for 12 years as director of radio station relations, to a key radio sales post. Mr. Cash joins ABC today as assistant sales manager of ABC Radio [B•T, Oct. 26].

DTN Creates New Jobs In Activities Expansion

INCREASED programming and other expanding network activities have led to the creation of four additional technical positions in the engineering department of the DuMont TV Network, Rodney Chipp, director of engineering, announced last week.

The new positions will be filled by men within the network, Mr. Chipp said, and will enable DuMont to have seven-day-a-week coverage at the top administrative level. The four jobs are under the jurisdiction of Eric Herud, chief technical operations engineer.

Filling the new positions are John Crossman, who joined DuMont in 1948 after experience as radio repair man; John Auld, who has been with the network since 1948 following service as a flight radio operator and assistant chief engineer with Pan-American World Airways; Michael Stefanic, an audio operator with DuMont since 1948 and previously a transmitter

we are pleased to announce that
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Can you name the nation's only 51,000-WATT AM RADIO STATION?

If you can't, it's our fault.. but it's your loss. It's our fault, because we should have told you, again and again and again. It's your loss, because you may be missing the opportunity to cover one of the nation's most important market-areas by using just this one medium!

The location of this super-medium is New England. Not just Boston (although Boston itself ranks among America's top half-dozen markets)—but, literally, New England in its entirety.

For this is a station with **two** transmitters, **two** antennae, **two** sources of a signal that's a 30-year-old tradition in all six New England states. This is a station with a 50,000-watt voice emanating from Boston, and backed by a synchronous 1000-watt transmitter located 90 miles west-sou'west in Springfield.

With this combination, you can reach listeners throughout New England with a single, economical rate.. at any hour of day or night! Westinghouse Station WBZ, Boston, NBC affiliate. National representatives, Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV · WPTZ

engineer with WLEE Richmond, WKJG Fort Wayne and WOR New York, and Kenneth M. Reichenbach, who became associated with DuMont Labs in 1945 as a development technician and later moved to the broadcasting division.

CONFERRING with Rodney Chipp, director of the DuMont Tv Network engineering dept. (seated) are (l to r) Kenneth Reichenbach, John Auld and Michael Stefanik, all recently promoted to the department's technical administrative staff.

CBS-TV's Science Fiction

AUDITION recording of *Out of This World*, described as the first television dramatic series dealing with adult science fiction, will be put on camera within the next few weeks for a forthcoming presentation over CBS-TV, it was announced last week.

BERGMANN TO HEAD DUMONT NETWORK

Dr. Allen B. DuMont, DTN president, confirms the anticipated appointment of Ted Bergmann as the network's managing director effective Jan. 1, when Chris Witting assumes the WRS presidency.

APPOINTMENT of Ted Bergmann as director of broadcasting for the Allen B. DuMont Labs, heading up the active direction of the DuMont Television Network, was announced last week by Dr. Allen B. DuMont, president.

Mr. Bergmann will succeed Chris J. Witting, who has accepted the presidency of Westinghouse Radio Stations Inc. Both moves become effective Jan. 1.

Elevation of Mr. Bergmann, long a dominant figure in the network's sales operations and general manager of the network since July, had been regarded as virtually certain [B•T, Oct. 26] since shortly after Mr. Witting's decision to accept the WRS presidency was revealed.

The newly-named director has been identified with DuMont sales activities since 1947, when he joined what DuMont claims was the first tv network sales staff in the industry.

He is credited with having participated in "most of the major contracts for DuMont time," including General Foods' purchase of the *Captain Video* series, said to be the first sale of five evening half-hours per week to a single sponsor; Procter & Gamble's sponsorship of *Fashions on Parade*, described as P&G first tv effort; Old Gold's purchase of the *Original Amateur Hour*, first hour-long program sale on DuMont, and, most recent, Admiral Corp.'s purchase of Bishop Fulton Sheen's *Life Is Worth Living*, and Westinghouse's sponsorship of the first nation-wide schedule of professional football broadcasts this fall and winter.

He also is credited with helping to develop the Drug Store Television Productions project which embraced *Cavalcade of Bands* and *Cavalcade of Stars* and, according to DuMont authorities, set the pattern for multiple sponsorship of high-budgeted network shows.

Under his direction, DuMont network sales are reported to have shown a 40% annual increase since 1951. Gross billings this year are expected to approach $18 million (a typographical error in the Oct. 26 issue of BROADCASTING • TELECASTING erroneously listed 19[illegible] anticipated billings at about $186 million).

Mr. Bergmann also has served as chairman of the NARTB Contract Standardization Committee, which developed standardized tv time contracts for the industry.

General Teleradio, Don Lee Name H-R

GENERAL TELERADIO Inc. late Friday announced the consolidation of its national radio and television representation with the appointment of H-R Representatives Inc. as exclusive representative for the Don Lee Division effective Jan. 1. H-R currently represents other General Teleradio am and tv properties.

This move is logical in General Teleradio's desire to effect a consolidation, Willet H. Brown, president of the Don Lee Division said when he paid high tribute to John Blair & Co., which has represented Don Lee since 1937.

NBC's McCaffery Says Tv Won't Replace Newspapers

TELEVISION was characterized last week by John K. M. McCaffery, NBC news commentator, as a news medium that can never replace the newspaper because it is limited in the amount of time it can devote to news coverage and lacks the diversification of newspapers.

He offered these remarks Wednesday as featured speaker at the opening session of the second annual Joseph Medill Patterson Lecture series at Fordham U. in New York. He added that tv had not lived up to its promise as a news medium, particularly in the fast-breaking spot news field, mainly because "the cost of sufficient mobile units to cover a community adequately would be so exorbitant that no sponsor could afford it."

AT&T Links Three More

INTERCONNECTION of three more television stations with the Bell Telephone System's nation-wide network facilities was announced last week by the Long Lines Dept. of AT&T. Network tv service is now available to 2[illegible] stations in 132 cities in the U. S. The latest stations receiving the service are WTRF-TV Wheeling, W. Va., KSTM-TV St. Louis and WIFE (TV) Dayton.

ON THE AIR
NOV. 15, 1953
WIBW-TV

Interim Operation Report

CBS–DuMONT–ABC
Interconnected by Nov. 15th

39,633 TELEVISION HOMES*

Almost 50% saturation

Set installations are skyrocketing, but our realistic rates and six-month protection are based only on 39,633 TV homes.

*Electric Ass'n. of Kansas City, 8-30-53

WIBW-TV 13
The Kansas View Point

Topeka, Kansas
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

27 New Affiliates Raise NBC-TV to 144

Bannister notes that 126 of stations already are on the air. This figure includes 12 of the new affiliates.

ADDITION of 27 new television stations as NBC-TV affiliates in recent months, enlarging the network to 144 stations, was announced last week by Harry Bannister, NBC vice president in charge of station relations. He noted that of this group, 12 stations already are on the air and bring to 126 the number of NBC-TV stations currently operating.

New NBC-TV affiliates already on the air were listed as:

KRBC-TV Abilene, Tex. (ch. 9), owned by Reporter Broadcasting Co.; KXLF-TV Butte, Mont. (ch. 6), owned by Television Montana; KERO-TV Bakersfield, Calif. (ch. 10), owned by Kern County Broadcasters Inc.; WROL-TV Knoxville, Tenn. (ch. 6), owned by Mountcastle Broadcasting Co.; WTOK-TV Meridian, Miss. (ch. 11), owned by Southern Television Corp.; WICS-TV Springfield, Ill. (ch. 20), owned by Plains Television Corp.

WCSH-TV Portland, Me., scheduled on the air Dec. 20 on vhf ch. 6, signs NBC-TV affiliation. Negotiators are (l to r): seated, William Rines, WCSH-TV general manager, and Harry Bannister, NBC vice president in charge of station relations; standing, George Kelley, vice president, Congress Square Hotel Co., licensee, and Jack Atwood, national sales and assistant station manager for tv.

WNAO-TV Raleigh, N. C. (ch. 28), owned by Sir Walter Television Co.; WSJS-TV Winston-Salem, N. C. (ch. 12), owned by Triangle Broadcasting Corp.; KEDD-TV Wichita, Kan. (ch. 16), owned by KEDD Inc.; KMO-TV Tacoma, Wash. (ch. 13), owned by KMO Inc.; KNOE-TV Monroe, La. (ch. 8), owned by James A. Noe; KETX Tyler, Tex. (ch. 19), owned by Jacob A. Newborn Jr.

The 15 stations which have affiliated with NBC-TV but are not yet on the air were listed as:

KTVA Anchorage, Alaska (ch. 11), Northern Television Inc.; KOA-TV Denver (ch. 4), Metropolitan Television Co.; WFIE-TV Evansville, Ind. (ch. 62), Premier Television Inc.; WIS-TV Columbia, S. C. (ch. 10), WIS-TV Inc.; WFBC-TV Greenville, S. C. (ch. 4), WMRC Inc.; WJHL-TV Johnson City, Tenn. (ch. 11), WJHL Inc.; KMID-TV Midland-Odessa, Tex. (ch. 2), Midessa Television Co.

KOAM-TV Pittsburg, Kan. (ch. 7), Pittsburg Broadcasting Co.; WCSH-TV Portland, Me. (ch. 6), Congress Square Hotel Co.; KOMO-TV Seattle (ch. 4), Fishers Blend Stations Inc.; WCEN-TV Temple-Waco, Tex. (ch. 6), Bell Publishing Co.; WWL-TV Waterloo-Cedar Rapids, Iowa (ch. 7), Black Hawk Broadcasting Co.; WJDT Jackson (ch. 3), Lamar Life Broadcasting Inc.; WJHP-TV Jacksonville (ch. 36), Jacksonville Journal Co.; KSLA-TV Shreveport (ch. 12), Interim Television Corp.

How to write a television commercial

1

SOUND

ANNOUNCER:
This is Gen. Nathan Bedford Forrest, the famous Confederate cavalry officer who coined the phrase "first with the most".

PICTURE
Tight shot of Gen. Nathan Bedford Forrest statue.

2

SOUND
In Memphis, WMCT is certainly "first with the most" in television programming and technical know-how.

PICTURE
Show title to right.

2

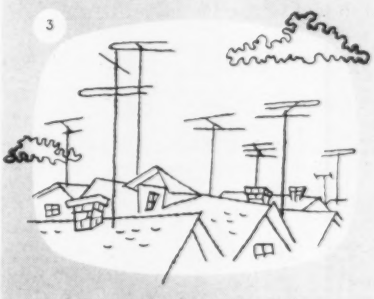
first in programming
first in know-how

3

SOUND
For five years - since 1948, TV sets in the Memphis area have been tuned to WMCT exclusively.

PICTURE
Show medium shot of homes with antennas.

3



4

SOUND
Today, we know that 225,000 TV sets with and without low band antennas pick up WMCT clearly.

PICTURE
Show title to right.

4

225,000 TV homes

5

SOUND
So, to sell Memphis, you need WMCT, the station that is clearly "first with the most" for its advertisers.

PICTURE
Show title to right.

5

WMCT
Memphis' First TV Station
WMC — WMCF — WMCT

CHANNEL 5 • MEMPHIS • NBC AFFILIATE
Also affiliated with CBS, ABC and DUMONT
National Representatives The Branham Co.
Owned and operated by The Commercial Appeal

MAAC MEMBERS RESERVE JUDGMENT ON CONTROVERSIAL PLAN OF MBS

Both the network and the 14 members of the affiliate committee get ready for the Wednesday meeting. MAAC members want to study their districts' reactions before taking a definite stand.

MUTUAL network's top officials and the 14 members of the Mutual Affiliates Advisory Committee, representing the 560 affiliated stations, meet Wednesday in New York to decide whether to adopt, amend or junk the new MBS affiliation and sales formula.

MAAC members polled by B•T generally were reluctant to commit themselves in advance to a position on their own behalf, or their districts. Their on-the-record comments do not confirm evidence that large numbers of affiliates are resisting the plan.

MBS officials did not elaborate on well-placed indications that the network is ready to take radical action if intense opposition develops at Wednesday's meeting [B•T, Oct. 26].

Thomas F. O'Neil, network president, has conferred with MBS executives at his home. He is recuperating from an operation. MBS officials have been working on various proposals for a sales plan to support the new affiliation contracts but it was indicated no action will be taken prior to the Nov. 4 meeting.

While MAAC members are mostly neutral, they will go to the New York meeting armed with polls taken in their districts. Some of the hot spots of opposition such as South Carolina, Missouri, Iowa and Oklahoma have not indicated any softening of their antagonism.

Missouri Broadcasters Assn. heard a report on a nationwide MBS survey conducted by its fact-finding committee at a meeting held Oct. 25 in Jefferson City. The survey was made by Catherine Roer, MBA secretary-treasurer. It showed that 152 reporting stations have signed MBS contracts, 210 have not and 28 did not need to sign contracts to continue their affiliation. No action was taken by the Missouri association at its meeting.

Dismissed Representative

At least one station is reported to have dismissed its national representative on the ground that Mutual will be selling spot business under its new affiliation contract.

The reactions given by MAAC members follow:

Bob McRaney, general manager of WCBI Columbus, Miss.—"Stations in our district are on the spot. They need network service for programs and prestige yet are concerned over prospects the network will invade national, regional and even the local spot field. However, stations realize Mutual did not instigate this type of operation and all network stations are facing the same thing."

Victor C. Diehm, president-general manager of WAZL Hazleton, Pa.—"I was on the MAAC committee that met and unanimously endorsed the plan at the Cape Cod meeting in late June. All of the committee members acting as advisory committee to Mutual pledged Mutual that any releases concerning the ma ing would come through Mutual. I hone do not know how many of the non-metropol markets I represent in District 1 have acce the plan. I do know some of the larger mar have signed the contract. I have sent a le to all stations I represent asking for their co ment for use at Nov. 4 meeting."

Rex Howell's Answer

Rex Howell, president-owner-general ma ager, KFXJ Grand Junction, Colo.—"Majo of Mutual affiliates in this district appro the new MBS plan. We feel that the princ benefit derived from any network affiliatio the opportunity to integrate national inte programs into our local schedules. Reven from network were never sufficient to be i portant. Through the sale of co-op shows w nationally-known talent we obtain much be return than from network payments previou received and at the same time offer our lo advertisers superior programs; also the f that network option hours are reduced is i portant. While most affiliates agree in princi there are some who are not wholly satisf with present MBS program lineup but feel th necessary corrections will be forthcoming."

Mort C. Watters, vice president-general ma ager of WCPO Cincinnati—"I have po views of Mutual stations in my district a await their replies."

Don D. Campbell, general manager of WI Birmingham, Ala.—"I do not have the ex number of metropolitan Mutual stations sign the new contract. First reaction was not f favorable but I believe stations are now findi they will net more by adding reasonable tal fees over time costs to attractive and sala periods and features offered by Mutual. S tions have the advantage of setting this and playing programs at times best suited the client."

Hugh O. Potter, general manager of WO Owensboro, Ky.—"I am polling small stati in the district in preparation for the MA meeting Nov. 4. Any summary I might atte now would be incomplete."

John M. Walter, general manager, WJ Green Bay, Wis., and president of Wisco Network—"I am withholding firm comment the Mutual contract until the New York me ing. WJPG signed and submitted a conti listing exceptions which the station could n meet, particularly on sports. I have had contact on the subject with other Mutual s tions in this area."

Not in the Script

AN IMPROMPTU expletive with a race-track connotation set off a chain reaction at WWDC Washington Wednesday and brought countless calls to MBS affiliates carrying the Fulton Lewis jr. commentary program.

When Mr. Lewis, from Leonardtown, Md., was several seconds late responding to a cue following the mid-program public service break, the announcer at WWDC voiced his surprise with the two-syllable observation, assuming his mike was cut off.

WWDC apologized Thursday morning to all MBS stations over closed circuit. It apologized to Mr. Lewis; wrote a letter of explanation to the FCC; fired the announcer, withholding his name, and suspended the engineer.

Do You Know This Man?

He is Harold Harrison, Manager of WTNC and WTNC-FM Thomasville, North Carolina. He says—

"We have been using the SESAC Transcribed Library now for more than a year and I would like to state simply and sincerely just what SESAC means to our station."

S – Service
E – Efficiency
S – Satisfaction
A – Artistry
C – Commerciability

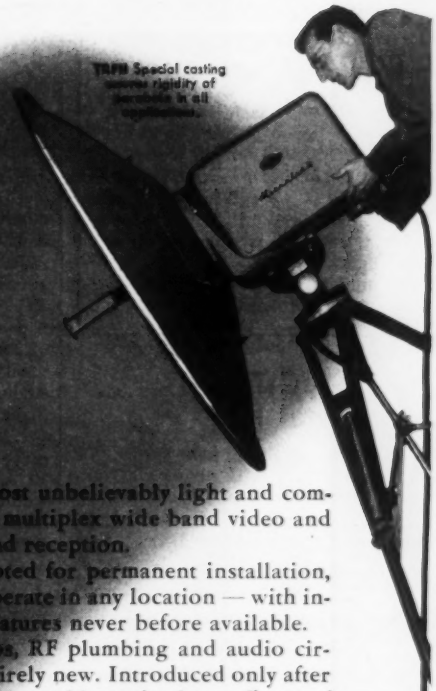
AT YOUR STATION—See and hear the complete SESAC program service by dropping a card to—

SESAC Transcribed Library
475 Fifth Avenue New York 17, N. Y.

RAYTHEON

MICROWAVE SPECIALISTS FOR TELEVISION

Studio-Transmitter Links
Remotes • Interconnection



Simplicity • Dependability • Serviceability

KTR-100 provides in almost unbelievably light and compact form complete equipment for multiplex wide band video and high quality audio transmission and reception.

Highly portable yet ideally adapted for permanent installation, it is extremely easy to set up and operate in any location — with installation, control and servicing features never before available.

From unit packaging to IF strips, RF plumbing and audio circuits, the Raytheon KTR-100 is entirely new. Introduced only after long research and development, it combines the best efforts of Raytheon specialists in every phase of electronics with the advice of television engineers, industry professionals and consulting engineers.

Before you buy equipment for remote pick-up, STL or network interconnection, look into the Raytheon high and low power microwave — DESIGNED FOR TELEVISION. Write for complete information.

Economy • Operating Convenience • Reliability

21 BIG FEATURES you want most in Microwave Equipment

1. Multiplex audio-video—range to 25 miles
2. Up to 500 ft. of camera cable may be used between control units and RF heads
3. Cable length compensation by capacity switch
4. Provisions for frequency, modulation and klystron power monitoring
5. Temperature-controlled fused quartz cavity
6. Simplified AFC with improved limiter using same discriminator as video
7. Entire system operates over —30°C, to +50°C ambient temperature range
8. Transmitter klystron voltages regulated for 7000 mc frequency stability
9. Klystrons housed in temperature controlled ovens
10. Only 4 light compact units with all components accessible
11. 2, 4 and 6 ft. dishes available with simplified antenna feed
12. Meter jack in Receiver Control for peaking dish with Simpson meter
13. Vertical or horizontal antenna feed
14. Test switch meter and test points for checking system during operation
15. All caps and covers attached to units
16. Intercom between control units and RF heads
17. 110 volt outlet in completely waterproofed RF heads
18. Standard tubes and circuitry with proven dependability
19. Embodies every technique of simplified, ruggedized, miniaturized design
20. No FM broadcast interference in interconnecting cables
21. Convenient luggage-style aluminum cases with rugged baked finish

RAYTHEON

RAYTHEON MANUFACTURING CO.

Equipment Sales Division

Dept. 6979 ST WALTHAM 54, MASSACHUSETTS

Davis Drops Newscasts

ELMER DAVIS, veteran ABC commentator, announced on his radio program last Monday that he was discontinuing his ABC news broadcasts (Mon.-Fri., 7:15-7:30 p.m. EST) because of ill health. He stressed that he was leaving because of his "blood pressure" and not because of "political pressure or economic pressure." Starting last Tuesday, Mr. Davis' broadcasts were taken over by Austin Kiplinger, ABC radio and television commentator. A spokesman said Mr. Kiplinger probably will fill the spot regularly until Mr. Davis' health permits him to return to broadcast work.

Seven Join ABC-TV; Affiliates Total 170

SEVEN more stations have joined ABC-TV as affiliates, raising the total number of outlets to 170, it was announced last week by Alfred R. Beckman, national director of the ABC Station Relations Departments. New affiliates are:

WTRF-TV Wheeling, W. Va. (ch. 7), which is owned by Tri-City Broadcasting Co. with Robert W. Ferguson as general manager, effective Oct. 24; KGBS-TV Harlingen, Tex. (ch. 4), owned by Harbenito Broadcasting Co. with Troy McDaniel as general manager, effective yesterday (Sunday); KFIA-TV Anchorage, Alaska (ch. 2), Kiggins & Rollins with James G. Duncan as general manager, effective yesterday.

WWOR-TV Worcester, Mass. (ch. 14), Salisbury Broadcasting Corp. with Ansel E. Gridley as vice president and general manager, effective on or about Nov. 15; KGTV (TV) Des Moines, Iowa (ch. 17), Rib Mountain Radio Inc. with S. H. McGovern as general manager, effective on or about Nov. 15; WDAN-TV Danville, Ill. (ch. 24), Northwestern Publishing Co. with Robert J. Burrow as general manager, effective on or about Dec. 1, and WBTM-TV Danville, Va. (ch. 24), Piedmont Broadcasting Corp. with Edward C. Gardner as general manager, effective on or about Jan. 1.

President's Church Message

PRESIDENT Dwight D. Eisenhower, in a message over the radio networks of NBC, CBS, ABC and Mutual last Friday, launched the fifth consecutive campaign which American business is conducting through the Advertising Council to increase church and synagogue attendance throughout the country. The President's message was scheduled to be heard again yesterday (Sunday) on television networks.

The campaign, which is conducted throughout November, will be supported by radio-tv messages on network commercial and sustaining shows through the Council's radio and television allocation plans. Films to television networks and stations were contributed as a public service for the third consecutive year by the Jam Handy Organization. Voluntary advertising agency on the campaign is the J. Walter Thompson Co.

Lewine Appointed at CBS-TV

APPOINTMENT of Richard Lewine as a CBS-TV executive producer, with color television his first assignment, was announced last week by Hubbell Robinson Jr., vice president in charge of network programs for CBS Television. He also announced the assignment of Jerry Danzig to prepare a new hour-long dramatic show for the network.

Mr. Lewine has been with CBS-TV since 1949 and since last April has served as supervisor of network daytime programming, assisting in the development of several program series.

RCA COLOR FILM PROCESSES DEMONSTRATED AT SEMINAR

New Jersey showing describes the equipment a station will need to operate under the compatible standards. Three methods for telecasting color film are trotted out for 40 broadcast engineering consultants.

THREE methods of telecasting color film—one already in commercial production, the other two still in the laboratory stage—were demonstrated for the first time Thursday to some 40 broadcast engineering consultants attending a color tv seminar conducted by RCA's Victor Division.

Seminar was on the broadcasting problems of compatible color, particularly the new equipment stations will need at transmitter and studios and the modifications necessary to make present monochrome equipment suitable for color telecasting as well. The two-day meeting (Wednesday-Thursday) was held in RCA Bldg. 3 in Camden, N. J., with the consulting engineers present receiving an intensive briefing on what color will mean to their station operator clients.

RCA spokesmen reported that one or more stations in 57 cities have already placed orders for equipment that will enable them to broadcast network color programs in their areas and announced that delivery of such equipment will be started before the end of this year. In line with the 17 clinics on black-and-white tv problems held by RCA in the past six years for engineers and consultants, RCA said that a similar series of color clinics will be scheduled as soon as the FCC acts on the proposed new standards for compatible color tv.

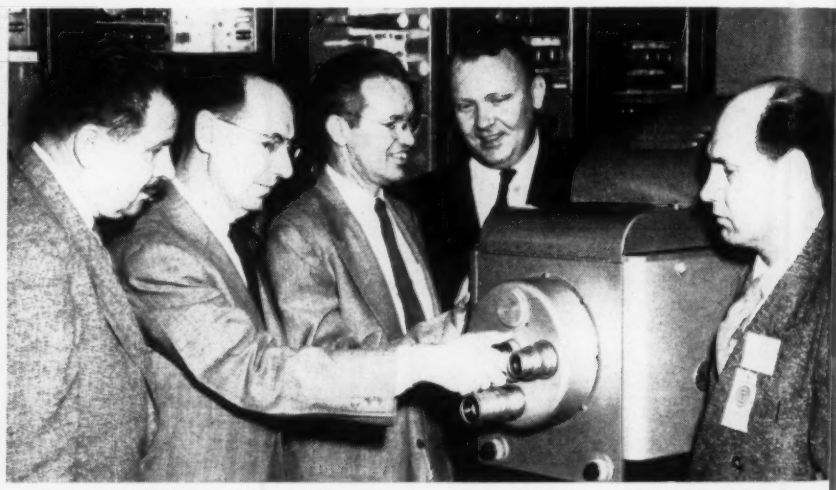
Topics covered at the two-day technical color session, in addition to the color film equipment and methods of telecasting, covered all aspects of broadcasting in color from the simplest step—transmitting network color programs—to full scale local colorcasting of slides, film and live studio and remote programs. One of the seminar's highlights was a two-hour lecture, made the opening afternoon by John W. Wentworth, supervisor of advanced development of color tv, who in that brief time summarized the entire theory of compatible color as developed by RCA, with standards tested and approved by the National Television System Committee, with a clarity and lucidity that won him unstinted praise from the engineers present.

W. J. Poch, manager of the broadcast studio engineering section of the RCA Victor Engineering Products Department, discussed and conducted the demonstrations of the various types of colorcasting film programs. The one which RCA in now producing, following thorough field testing by NBC in New York, utilizes a flying spot scanner tube in conjunction with a 16mm fast pulldown projector. The word "fast" in the name is justified, Mr. Poch explained that this scanner moves the film from a standstill position to a speed of 22 miles per hour and stops it again, all in little more than one-one thousandth of a second.

Each frame of the film remains stationary in the projector gate while the beam on the flying spot tube is scanning a complete raster, Mr. Poch said. "The particular advantage gained by using this method of color film scanning is that the three signals obtained from the three photocells corresponding to the three primary colors are automatically in register."

A drawback of this system, however, is that the force necessary to start and stop the film so rapidly puts a great strain on the film, restricting its use to 16mm film and to film that has not been spliced or which has been spliced with extreme care. One method of avoiding this difficulty, with which RCA is now experimenting, utilizes three Vidicon camera tubes which simultaneously scan the film, which can be either 16mm or 35mm, as it is run through a standard projector. Colors are separated by means of dichroic mirrors which deliver the right color to the right tube.

While hopes are held out that this method of telecasting color film may be successful, the engineers demonstrating it warned that it is still strictly experimental, with such problems



CONSULTANTS attending the first color tv equipment seminar conducted by RCA observe demonstration by W. J. Poch (2d l), RCA manager of broadcast engineering. They are (l to r): George Adair, George Gautney, Howard Head (A. D. Ring & Assoc.) and George Davis, all Washington.

as getting tubes with well-matched characteristics and obtaining precise color registration still to be solved.

The third method, also still in the laboratory stage, is derived from German experiments and from subsequent work by Bell Labs. This system involves the use of 24 mirrors which rotate on a wheel, with each individual mirror also rotated on its own cam. Each mirror follows a frame of film, the image being picked up by a flying spot scanner, with one frame dissolving into the next as the two pickups overlap, about 20% of the time. Servomechanisms are used to correct the pictures for brightness, as the amount of light drops during the straddle or overlap; for jitters, the waviness apparent in the unadjusted film telecast, and for film shrinkage, by moving the gate up and down so that the film is in perfect register. Unlike the other experimental method, where the problems are chiefly electronic, the problems of this third system of color film pickup are largely mechanical.

These experimental film processes as well as the single Vidicon studio color camera which RCA has under development were used by T. A. Smith, vice president in charge of the Engineering Products Department, to illustrate his advice to the consulting engineers and through them, to the tv station operators, that equipment for colorcasting should be purchased only as needed, but that when it is acquired it should be the kind that will enable the station to deliver the best transmission possible.

Plan for the future and allow for expansion, he said, but he warned against buying equipment not currently needed, pointing out that with all the experimental work now going on, by the time it is needed better—and less expensive—equipment may be available. However, he urged no one who could profitably go into color telecasting at this time to delay because better equipment may be available at some later date.

To Tell Color's Story

W. W. Watts, vice president in charge of technical products, who joined Mr. Smith in welcoming the consultants to this first broadcasting color clinic, said that RCA was holding this session, as it has previously conducted meetings for tube and receiver manufacturers, in the belief that by telling one whole industry all it knows about color it will stimulate progress that will be good for all, including RCA.

After Mr. Wentworth's explanation of the fundamentals of the RCA color system, which not only transmits color pictures for reception on color receivers, but he said, is doubly compatible, permitting the reception of color pictures in monochrome on present monochrome sets and the reception of monochrome pictures on color sets, R. J. Smith, of the television systems group, discussed the equipment arrangements necessary for color. Starting with the transmission of network color programs, the simplest way, and progressing through slide, film and live local color broadcasting, Mr. Smith described briefly the equipment and adjustments needed at each stage.

T. N. Gluyas, supervisor of uhf and color transmitting equipment, final speaker of the Wednesday session, discussed transmitter operation with color signals. There are no fundamental new requirements, he said, with any transmitter that is doing a very good job of broadcasting monochrome signals likely to be all right for colorcasting. But he warned that degradation of the broadcast signal is much more serious in color than in black-and-white tv, as it influences the hue and saturation of the colors as well as the brightness, so double care must be taken with color. Transmitters, he said, should be adjusted so that the phase shift from black to white does not exceed three degrees, and that, he stated, is a pretty hard standard to meet.

Opening the Thursday morning session, A. H. Lind, manager of the tv terminal equipment group, described in detail the color monitor, stabilizing amplifiers and other auxiliary equipment for color, pointing out that some present equipment can be modified to handle color as well as monochrome transmission.

J. A. Bauer, manager of the test and engineering group, described the test equipment needed to check on color telecasting, presenting an instrumentation list of 14 items which, in answer to a question from the floor, he estimated would cost from $10,000 to $12,000 for the lot. Color, he stated, makes greater demands for quality than monochrome, and so may be expected to increase the demands for test equipment. One consultant was overheard to comment that at that rate television broadcasters might well spend more for test equipment for color than they did for their original monochrome transmitters.

Color flying spot scanners were discussed by W. E. Tucker, supervisor in charge of design and development of flying spot scanners. Mr. Tucker's explanation of this scanning process dealt chiefly with its use for telecasting color slides, leading into Mr. Poch's discussion of color film telecasting. F. W. Millspaugh, supervisor of the color design group, concluded the talks with a description of the RCA color camera and its associated equipment for live color telecasts.

The two-day seminar ended with an inspec-

take a shot at a

HALF-BILLION DOLLAR MARKET

over Columbia, South Carolina's most powerful station—

WNOK-TV

COLUMBIA — one of America's fastest-growing cities! U. S. Census reports 39.3% increase between 1940 and 1950 — three times the national average.

COLUMBIA — center of thriving 14-county trading area. Population: 595,700. E.B.I. $578,686,000!*

*SOURCE — Sales Management Survey of Buying Power May 10, 1953 — covering 14-county trading area credited to Columbia, S.C.

Network Affiliation:

WNOK-TV Channel 67
CBS-TV—Du Mont
WNOK 1230 kc.
MUTUAL

PALMETTO RADIO CORPORATION

Studios: 1811 Main Street • COLUMBIA S.C.

Early 18th Century Blunderbuss

tion tour of the first complete RCA vhf 50 kw tv transmitter, said to be capable of providing vhf stations with the maximum allowable radiated power.

Among those attending the seminar were: F. G. Kear, R. L. Kennedy, W. C. Beecher, G. C. David, W. L. Davis, R. Compton, J. Cohen, J. W. Collier, R. E. Dippell, R. Rohrer, J. McNary, R. Duncan, D. Bain, C. D. Pitts, Ray Wilmotte, Howard Head, John McMahon, John Gilbert, L. H. Carr, Millard Garrison, Russ May, George Adair, John Mullaney, Peter Gureckis, Richard Purcell, George Gautney, George Flagerty, William Ellsworth, Vergne Hoke, Julian Dixon, Hart Cowperthwait, Frank McIntosh, Robert Baluta, Charles Brady, and S. W. Kershner, all of Washington, D. C.

Also: J. R. Poppele, South Orange; B. Adler, New Rochelle; C. W. Kauffman and P. F. Godley Jr., Upper Montclair; R. Rainey, J. Silva, and McMyers, New York; Roger Phelps, Philadelphia; Carl Napper, Baltimore; T. B. Friedman, Cleveland; T. Wright, D. A. Peterson and E. Cullum, Dallas.

RCA's Tube Dept. Starts New Marketing Plan

ORGANIZATION of an overall marketing operation which unifies all sales and commercial activities to provide better service for customers has been announced by the RCA Tube Department. Four marketing divisions, which will concentrate on the marketing of specific RCA product lines, have been established. The divisions are receiving tube and transistor marketing, headed by Kenneth G. Bucklin, cathode ray and power tube marketing, headed by Michael J. Carroll, electronics components marketing headed by Harry B. Wilson and parts and equipment marketing, managed by Leonard J. Battaglia.

Under the new organization, Lawrence S. Thees, general sales manager, has been promoted to general commercial manager under Richard T. Orth, vice president in charge of the tube department. Direct marketing operations will be under the supervision of Douglas Y. Smith, former manager of sales operations.

The new marketing operation also includes a separate sales division managed by Lee F. Holleran.

DuMont Ships to Eight

ALLEN B. DuMONT Labs Inc. reported microwave equipment shipments last week to KOY-TV and KOOL-TV Phoenix, Ariz., sharing time on ch. 10; KOAT-TV Albuquerque, ch. 7; WGEM-TV Quincy, Ill., ch. 10, and KHQA-TV Hannibal, Mo., ch. 7. WNOW-TV York, Pa., has been shipped a 1 kw DuMont transmitter for uhf ch. 49. A 25 kw transmitter shipped to WDTV (TV) Pittsburgh, vhf ch. 2, and a 5 kw transmitter to KBOI (TV) Boise-Meridian, Idaho, vhf ch. 2, also were reported by DuMont last week.

FTL Microstrip Sessions

FEDERAL Telecommunications Labs., Nutley, N. J., a division of IT&T, will hold a symposium on Microstrip for representatives of the Armed Forces today (Monday) and for the electronics industry on Wednesday. Microstrip is a new system in microwave communications which substitutes "printed circuits" for the reportedly "more expensive and cumbersome" waveguides or components in the conventional systems.

DR. DuMONT SEES $500 COLOR SETS

Within 3-4 years, manufacturer predicts, color tv sets equivalent in size to the present black-and-white 21-inchers will be on the market for $500.

COLOR tv sets equivalent in screen size to present 21-inch black-and-white receivers will be available for approximately $500 within three or four years but the cost factor will prevent any "immediate wide-spread swing" to color, Dr. Allen B. DuMont, president of DuMont Labs, predicted Friday.

In a speech prepared for delivery Friday night before the Industrial Council at Rensselaer Polytechnic Institute at Troy, N. Y., Dr. DuMont said color tv today is at a stage of development comparable to monochrome television in 1941, but expressed assurance technical and manufacturing progress will be such that "over the next 10 to 20 years color television will be integrated with our present black-and-white broadcasting."

He said America already is entering what he called the "Telectronic Age," which "in my opinion will find its greatest usefulness in the closed-circuit type of transmissions"—in education, for example; in the fields of medicine; in industry and transportation; in financial institutions, and in the protection of industry and business.

Speaking of education television, Dr. DuMont pointed out that although educators in particular are apt to criticize commercial programming, nevertheless strictly cultural and educational programs rank far down the list in popularity surveys, and broadcasters must "give the people what they want, or we won't have any income" with which to continue programming.

Wide Choice to Viewers

"And yet," he continued, "despite the lower ratings achieved by the cultural type of program, the networks are doing a prodigious job in presenting a very wide variety of excellently conceived programs of this type. The point that I want to make is that if a television viewer is selective in the station to which he is tuned, he has available to him a very wide choice in programs of intense cultural and educational interest."

In addition to these programs, Dr. DuMont said, many dramas and plays have "serious and cultural impact," and tv's coverage of public events — political conventions, inauguration, coronation proceedings, and the like—has educational importance that cannot be ignored.

Further, he asserted, although FCC set aside 242 channels for non-commercial use by educators, only two strictly educational tv stations have yet gone on the air. But he held out high hopes for educational usage of closed-circuit television, asserting that "I don't think it is beyond the realm of possibility that in another quarter of a century almost every school system and educational institution in the country will be equipped to take advantage of this type of television."

Dr. DuMont traced the development of television through the years, including the growth of his own company from its start in 1931 with an investment of $1,000, its development of the cathode-ray tube and subsequent developments and expansions that carried its total sales from $70 in its first year of operation to an expected $90 million this year.

Uhf 'Showcase' Visits

MORE than 100 applicants and construction permit holders have visited the two DuMont 5 kw uhf "showcase" transmitters at Easton, Pa., and Columbia, S. C., to check the progress of operations there, according to Herbert E. Taylor Jr., manager of the transmitter division of Allen B. DuMont Labs. Both Richard Hubbell, manager of WGLV (TV) Easton, and H. Moody McElveen, general manager of WNOK-TV Columbia, have reported to Mr. Taylor that visitors are chiefly interested in the transmitters themselves and the reception quality afforded. Among visitors, Mr. Taylor said, have been operators of 1 kw uhf stations already on the air who plan to move to higher power in the future.

CBS-Columbia Becomes Division of CBS Inc.

ACTIVITIES previously carried on by CBS-Columbia Inc. as a subsidiary of CBS Inc. will in the future be carried on by the same organization as a division of the parent company under the designation of CBS-Columbia it was announced last week by William S. Paley, chairman of the board of CBS Inc.

CBS-Columbia is engaged in the manufacture and sale of radio and television receivers with plants in Brooklyn and Long Island City.

Mr. Paley explained that the organizational change was made to simplifiy the overall corporate structure and to allow greater integration of CBS-Columbia with CBS Inc. He added that under the same pattern, CBS Radio, which conducts all radio broadcasting activities, CBS-TV, which conducts all television activities, and CBS-Hytron, which manufactures receiving and picture tubes, had previously been organized as operating divisions of CBS Inc.

RCA Sets Tv Gear Clinic

FIVE-DAY CLINIC in basic theory, design, operation and maintenance of uhf and vhf television equipment will be held at the RCA Victor plant in Camden, N. J., commencing Nov. 30.

In making the announcement last week the Broadcast Marketing Div. of the RCA Engineering Products Department said that engineers from all over the country and from abroad are expected to attend the sessions which will be conducted by 50 of the company's leading engineers. Clinic, the eighteenth in a series conducted by RCA over a five-year period, will be the last of its kind scheduled this year. Enrollment is still open.

'Off-Shore' Equipment Shipped

FIRST electronics equipment for anti-submarine warfare to be built in Great Britain under the U. S. Off-Shore Procurement Program has been delivered to U. S. Navy officials in London, it was announced last week by Meade Brunet, vice president of RCA and managing director of the RCA International Division. Mr. Brunet said the equipment, consisting of sonar (echo ranging) apparatus, was manufactured by RCA Photophone Ltd., associated company of RCA in London.

Sarnoff Cites Electronic Strides

COLOR television, "tiny" radio sets, and video tape recordings were among the "important electronic contributions to mid-century living" cited by Brig. Gen. David Sarnoff, chairman of the boards of RCA and NBC, in an RCA full-page advertisement in the annual *Herald-Tribune Forum* section of the *New York-Herald-Tribune* Oct. 25.

Under the heading "New Electronic Pattern for Mid-Century Living as Seen by David Sarnoff, Chairman of the Board of RCA," the advertisement also cited electronic appliances in the home "within the next few years," electronic computers, electronic health aids, use of closed-circuit tv for educational, industrial and household purposes, and electronic aids to automobile driving.

"As the science of electronics continues to unfold," Gen. Sarnoff was quoted, "new discoveries will be made, new inventions will be created and new products and services will be developed. Indeed, the advances of the next half century will make those of our generation pale into insignificance."

'53 Sylvania Tv Set Sales Seen 156% of 1952 Figure

PREDICTION that total sales of Sylvania television sets during 1953 will be at least 156% of the 1952 figures was expressed last week by Bernard O. Holsinger, general sales manager of the radio and television division of Sylvania Electric Products Inc., Buffalo.

He said sales of Sylvania tv sets as of Sept. 30, without considering the final quarter, already had exceeded those for the entire year of 1952. He said October, November and December constitute "one of the peak tv periods of the year, with Christmas gift buying a strong factor."

DuMont Ships Microwave Gear

DuMONT microwave equipment has been shipped to five additional television stations, it was announced last week by the television transmitter division of Allen B. DuMont Labs. Inc. The stations are KOY-TV and KOOL-TV (ch. 10) Phoenix (share-time stations); KOAT-TV (ch. 7) Albuquerque; WGEM-TV (ch. 10) Quincy, Ill., and KHQA-TV (ch. 7) Hannibal, Mo.

The equipment includes microwave transmitters, receivers, power supplies and control units for use in remote broadcasts beamed back to the stations for regular transmission from their transmitter sites.

Manufacturing Shorts

Waldom Electronics Inc., Chicago, has broken ground for construction of a new plant designed to double its production capacity, with an estimated cost of $250,000. Firm's complete line now numbers over 2,000 electronic components and other products. New plant will be located at 4621-4645 W. 53d St. Waldon now is at 911 N. Larabee St.

Sylvania Electric Products Inc., N. Y., announces new tube type, 6BQ7A, suited to grounded grid balanced amplifier service for frequencies up to 300 mc.

Alden Products Co., Brockton, Mass., announces development of "Mini-test" point jacks, front panel check point for critical internal circuit voltages.

New Agent Firm Formed; Will Design Stars' Shows

FORMATION of a company that will attempt to create television formats to fit the talents of performers under its personal management has been announced by George (Bullets) Durgom and Hal Friedman, founders of an organization to be known as D & F Productions, New York.

The company, with offices at the Park Sheraton Hotel, will submit its contract players to network and agencies complete with packaged shows designed to utilize specific talents of its artists, the announcement said.

Mr. Durgom is the manager of Jackie Gleason, Marguerite Piazza, and Merv Griffin and was formerly manager of Jo Stafford, Dick Haymes and Andy Russell. Mr. Friedman has produced such television programs as *Broadway Open House, All Star Revue,* and *Dagmar's Canteen,* and recently concluded an arrangement with Young & Rubicam under which singer Betty Johnson will do the Borden Co.'s television commercials.

Storecast Signs Seven

SIGNING of seven new sponsors for the supermarket merchandising service provided by the Storecast Corp. of America was announced by the company last week. Firms signing for "point-of-sale" representation were Peter Paul Inc., Seven-Up Bottling Inc., Johnson & Johnson, Twin City Shellac Co., Ventura Farms Frozen Foods, Southern Biscuit Co., and Nylonge Corp.

Christopher Shows Mark Year

THE Christopher program has completed its first year on radio and television and is now carried on 787 outlets, it was announced last week. The program started a year ago on 48 stations.

The 202nd television station to request the Christopher series was WTAO-TV Cambridge. WKLO Louisville was the 585th radio station to sign up for the series. A total of 96 tv films have been produced to date by the Christophers for its television series and for special events.

Capitol Sells Discs

CAPITOL RECORDS, Hollywood, discontinuing its transcribed musical library service, is disposing of the discs through outright sale to station subscribers. Sale price is 25 cents per transcription for those now in the hands of leasing station, with 50 cents each for additional discs from Capitol's inventory. After mid-November, Capitol will offer the library to non-subscriber stations at $1.15 per disc, with a 200 disc minimum. The transcribed library service, started in 1946, consists of some 700 recordings. Capitol will continue its "q" series library of production music.

To Handle English Series

CHARLES MICHELSON Inc., New York, radio-tv transcription firm, has been named exclusive sales distributors in the U. S. for Towers of London's new half-hour transcribed dramatic radio series, *Secrets of Scotland Yard.*

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ... Roanoke's LARGE ECONOMY SIZE

Virginia has:
- 891,500 families
- 861,890 RADIO families
- 292,520 TV families
- 413,740 CAR-RADIO families

And the WDBJ area Includes about ¼ of Virginia's Population and Retail Sales.

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WDBJ Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
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Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

THE ONLY STATION
YOU NEED TO USE
To Sell The Tremendous
SPANISH SPEAKING MARKET
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OF THE BORDER
IN THE UNITED STATES

The most prosperous and responsive Latin-American market in the Western Hemisphere comprises the 10 million Spanish-speaking adults and millions more children who live here in the U. S. . . . NORTH of the Border. Your advertising messages reach them . . . AND SELL THEM . . . over the CLEAR CHANNEL STATION

XERF

Licensed to operate
150,000 watts

Transmitter located 1 mile from Texas border. AND YOU CAN DO THE WHOLE JOB WITH THIS ONE STATION . . . That's a strong statement, and we expect to have to prove it . . . WHICH WE CAN. Will you give us the opportunity? For full information about the powerful, clear-channel 150,000 watt station

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AN. 3-3788

NAEB CONVENTION HELD IN OKLAHOMA

Two-hundred delegates to NAEB convention hear Chairman Hyde and ex-Chairman Walker as featured speakers.

ANNUAL convention of the National Assn. of Educational Broadcasters was held last Thursday through Saturday on the campus of the U. of Oklahoma at Norman with discussion centering around the theme of "Better Communications for Better Understanding."

Co-hosts for the conference with NAEB, which numbers more than 200 members in both radio and television, were the U. of Oklahoma, Oklahoma City Public Schools, U. of Tulsa, and Oklahoma A & M College.

Featured speakers included Gov. Johnston Murray of Oklahoma, FCC Chairman Rosel H. Hyde, Peter Aylen, director of radio for the UN, and other persons associated with civic, educational and communications activities.

The opening session on Thursday was devoted to a talk by Mr. Aylen on "The Need for Better Communications Between Peoples of the World," and another by NAEB President Graydon Ausmus on "The Place and Responsibility of NAEB as a World Leader in Communications."

Heading Friday's activities was a luncheon speech by Mr. Hyde on "The FCC Looks at Educational Radio and Television." Other talks at Friday's session were by Harold McCarty, director of the Wisconsin State Council, on a "Summary of Foundation Contributions in the Field of Educational Communications," and by a panel of speakers which explored "The Contributions of National Broadcasting Systems to Better International Understanding." Panel participants were Neil Morrison, director of talks for Canadian Broadcasting Corp.; Basil Thornton, representative of BBC; Miss Alice Lewitin, representative of Radiodiffusion-Television Francaise, and Seymour Siegel, director of New York-owned WNYC and former president of NAEB.

Featured speaker at the NAEB banquet Friday night was Paul A. Walker, former chairman of FCC, who spoke on the "Responsibility of Educational Institutions in the Preservation of Democracy through Improved Communications." Mr. Walker, a citizen of Oklahoma, is an honorary member of NAEB.

An educational television clinic highlighted Saturday's activities at the convention. Participants included directors of all educational TV stations in U. S., as well as representatives of the Joint Committee on Educational Television and the National Citizens Committee for Educational Television.

The final session at a dinner meeting on Saturday night was to be addressed by the newly elected NAEB president, who was to be chosen Friday.

The convention was attended by an estimated 200 persons, representing adult education groups, schools, audio-visual, theatre, film and other related organizations.

Chicago Educ. Tv Hopefuls Stymied by Money Problems

THE Chicago Educational Television Assn. is beset with difficulties because of the high premium it has placed on money for the proposed construction and operation of an educational tv outlet in that city.

And, as a result, it may find itself hard pressed to meet the suggested Oct. 1, 1954, target date on vhf ch. 11.

Still short $323,000 of its $1,100,000 goal for building and operating the station for two years, CETA last month appealed "informally" to the Ford Foundation's Fund for Adult Education for more money.

The Ford Foundation, which has been extremely generous in its allocations to educators, rejected CETA's bid for an additional grant, it was learned Thursday. The fund, which previously doled out $150,000 for ch. 11, said it could not justify additional allotments to Chicago in light of needs of other communities. The sum sought by CETA was not revealed.

However, Chicago educators still are convinced they need $1,100,000 and have decided against purchasing any equipment or hiring personnel until they reach at least the $900,000 mark. Contributions thus far total $777,000.

WHAS-TV 'Inside Schools' Highlights Education Week

WHAS-TV Louisville conducted its third annual "Inside Our Schools" program last week during Kentucky Education Week, the station said. The programs are to acquaint viewers with the problems of the local school systems. Features were telecasts direct from the classrooms and phoned-in question and answer periods conducted by school officials with the tv audience.

A brochure titled "Inside Our Schools" was distributed by WHAS-TV to the 150,000 children attending the school systems that are operated in this project, including the public schools of Louisville, Jeffersonville, New Albany and Jefferson County, and the Archdiocese of Louisville.

CBS Radio Scholarship

CBS Radio Network is offering a tuition scholarship to the Columbia U. Graduate School of Journalism for the best script for *Rogers of the Gazette*, newspaper drama series starring Will Rogers Jr., submitted by a student at the school. Prize-winning script will be broadcast on a January program of the Thursday, 8:30-9 p.m., CBS Radio series. Judges for the contest, which opened yesterday (Sunday), are all graduates of the Columbia School of Journalism, including Oliver Gramling, assistant manager of AP; Meryle Rukeyser, INS economic commentator, and Elliott Sanger, executive vice president, WQXR New York.

RCA Awards Scholarship

RCA scholarship for $800 a year has been awarded to Arnold Oksenkrug, 25-year-old junior-year student majoring in electrical engineering at Polytechnic Institute of Brooklyn. Under the scholarship, one of which is awarded each year to an outstanding graduate of RCA Institutes, he will continue his studies until he receives a baccalaureate degree. The scholarship committee included RCA Institutes President George F. Maedel; Dr. Alfred N. Goldsmith, consultant, and Maj. Gen. George I. Van Deusen (Ret.), RCA Institutes president emeritus.

WKAR-TV Mounts Antenna

ANTENNA for WKAR-TV East Lansing, Mich., noncommercial educational outlet of Michigan State College, was mounted atop the station's transmission tower last fortnight. The completed structure is 1,034 ft. above ground. WKAR-TV, on uhf ch. 60, has a Jan. 1 target

Anyway You take it...

...IN SURVEY AFTER SURVEY

HOOPER

WREC IS FIRST

Yes, in surveys conducted by phone, by personal interview and by mail, Hooper, Pulse and Standard Audit and Measurement Survey unanimously declare WREC first with listeners in the $2 Billion Memphis market. That's why we say WREC-600 delivers the "better half" of both the rural and metropolitan listeners with a single schedule . . . And, rates today are 10% LESS, per thousand listeners, than in 1946. See your Katz man today!

PULSE

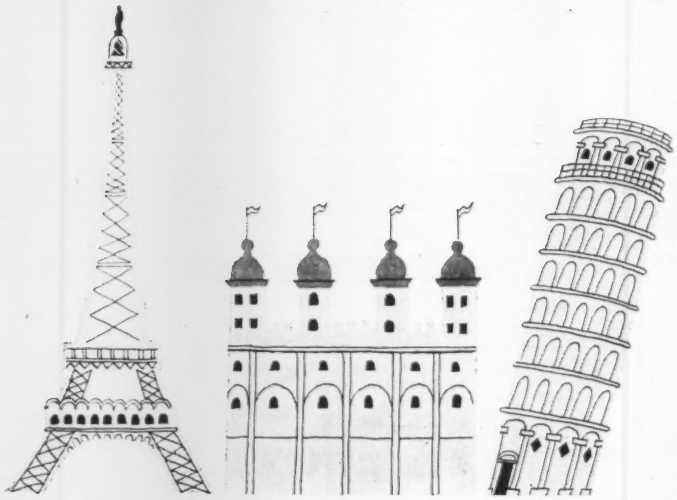
WREC 600

MEMPHIS NO. 1 STATION

S.A.M.S.

REPRESENTED BY THE KATZ AGENCY — Affiliated with CBS Radio — 600 KC — 5,000 Watts

XUM



Move over, Famous Towers

The world's most famous towers are, left to right, the Eiffel Tower, the Tower of London and the Leaning Tower of Pisa.

By now the tower-come-lately (right) may be just as familiar to you as these old landmarks. It is one of the many radio-relay towers that speed television service coast to coast.

It was in May, 1948, that the Bell Telephone System opened the first commercial TV network service using some of these towers. Its 916 miles of channels served just five eastern cities.

In only five years the network has grown to 34,000 channel miles, serving 120 cities with a potential single audience of 95,000,000 people. These facilities represent an investment of almost a hundred million dollars.

Plans for the future call for even greater investments to keep channel growth in pace with the industry's needs.

Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about ten cents a mile for a half hour of program time.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR
INTERCITY RADIO AND TELEVISION TODAY AND TOMORROW

features

- Are uhf receivers as good as vhf? Page 82.
- A unique job-finding plan that works. Page 86.
- Car dealer sells out stock after spot campaign. Page 88.

A radio success story

News Show Boosts Electricity

AN Ohio power company's use of a radio news program as a tie-in with the firm's "Bright Future Parties" for women's groups has paid off in increased use of kilowatt hours.

The Columbus & Southern Ohio Electric Co., serving central and southern Ohio, has sponsored *Paul Frank and the News* on a four-station network, WATH Athens, WBEX Chillicothe, WHKC Columbus and WJEH Gallipolis, since last March 2.

Mr. Frank makes his newscast at "Bright Future Parties" held by the electric company and which consist of movies on lighting, cooking and other uses of electricity to bring higher standards of living to homes. They are shown to clubwomen and other women's groups in towns throughout the electric firm's area.

Paul Frank and the News began Dec. 1, 1952, on WHKC Columbus and during the winter months more than 1,834 housewives visited the electric company's assembly center in Columbus during the lunch hour to watch Mr. Frank give his newscast from there. The newscasts are aired at 12:30 p.m. Monday through Friday.

The success of the WHKC show led to establishment of the four-station network. First the movies are shown to the women, with each "Bright Future Party" planned to entertain, educate and sell electricity. Then Mr. Frank speaks authoritatively on current national and international affairs, using the experience of his trips abroad as background on various topics.

Maxine Kramer, the electric company's women's activities director, in coordination with the advertising and promotion department, acts as hostess at the parties, according to Stan Dennis, advertising and promotion director. Carl Glade, WHKC account executive, coordinates the activities with the four-station network.

Prominently displayed at the "Bright Future Parties" is "Reddy Kilowatt," symbol of electric utilities throughout the country. "Reddy" appears in large cardboard cut-outs and a voice simulation of the electric power symbol opens and closes each newscast.

Columbus & Southern Ohio Electric Co., Mr. Dennis says, "is convinced that radio is here to sell. It sells direct and direct results have been obtained." Listeners call to have their clubs booked to watch the radio newscasts, Mr. Dennis says.

The tie-in of a radio personality with the presentations on electricity "can and does do a very effective job of selling service to the consumer," says Mr. Dennis. He sums up the four-point selling job accomplished by the news show as follows:

1. It helps sell consumer use of electricity.
2. It gives prestige to the local Columbus & Southern Ohio Electric Co.'s managers in the towns covered by the radio newscasts and "Bright Future Parties."
3. It makes the housewife more conscious of the part electricity can play to make her life easier.
4. It delivers the most sales and institutional impressions at the lowest cost-per-thousand of any medium available.

XUM

Are Uhf Receivers As Good As Vhf?

By Earl B. Abrams

THERE is fear in some television quarters that uhf receivers are not all they should be.

What worries some uhf broadcasters—who have plenty of problems vis-a-vis vhf—is this:

It's acknowledged that viewers will look at a sub-standard picture if the program is interesting enough. But it will be a mighty rare uhf station which will be 100% programmed with outstanding programs. Generally, this thinking goes, the program output of several stations in the same market will be about equal. Thus, if there is a vhf station and a uhf station in the same area and if the uhf picture is not as good as the vhf picture, viewers will tend to tune to the vhf signal.

To determine the facts, B•T checked with Washington consulting engineers, manufacturers of tv receivers and makers of tv tuners and converters.

From a substantial response, these points stand out:

- There is no technical reason why a uhf picture should not be as good as a vhf picture—all other things being equal. In fact, the uhf picture should be better than the vhf since it is less susceptible to interference.
- However, the uhf receiver is more critical than the vhf equipment. Signal strength is a must. Transmitters must be more carefully adjusted than their vhf counterparts. Proper receiving antenna installations are a requirement. The receiver itself, at this stage of development, is more "noisy" and less stable than its vhf companion.

The general consensus is that it takes about 300 micro volts to drive a uhf receiver properly. This compares to the 100 micro volts on which a vhf receiver will operate satisfactorily.

To get this kind of a differential, uhf stations need power. Radiated power for uhf is still only on the order of 200-250 kw, far below the 1,000 kw maximum authorized by the FCC. Transmitters being delivered to uhf operators today are mostly 1 kw, with a sprinkling of 5 kw and 12 kw. RCA delivers only a 1 kw; DuMont has a 5 kw, and GE, a 12 kw.

There is no question that someday there will be uhf transmitters rated at 50 kw which, with antenna gains of 20, will permit a megawatt of power to be sent out. All engineers agree that the basic problem, power tubes, will be licked. But none will venture any timetable.

Just as important is transmitter adjustment. In uhf even more than in vhf, proper alignment of the complex array of transmitting tubes, coils, and connections is a significant key in getting a correct signal to the receiving antenna.

Other factors are the proper siting of the transmitting antenna, the type of terrain, and the distance from and the power of co-channel and adjacent channel stations. All enter into the situation and determine whether a good, clean uhf signal is getting to the receiving antenna.

The correct positioning of the receiving antenna is considered one of the vital links in getting the proper signal into the receiver.

Where vhf reception may be had in many instances with indoor antennas—and in some cases with built-in antennas—uhf at its present level of development requires all the bag of tricks of perfect antenna installation: properly cut and sited antenna and properly matched lead-in.

Critical Antennas

The lack of proper antenna installations has been cited by some as one of the primary causes of poor uhf reception. Servicemen, it is said, have grown careless because they heard all this about vhf installations and then discovered that it was not as critical as the engineers said it was. "Servicemen have to be re-educated on this," one factory engineer said.

There is no question but that uhf receivers are not as sensitive as vhf sets. It's in the nature of the beast, as it were, since it is axiomatic that the higher you go in frequency the noisier and less stable will be the internal circuits of the receiver.

This below-par circumstance is due to several elements in the receiver. One is the radio frequency amplifying tube. At the present time there is none that will operate at 470-890 mc with the same efficiency as at 54-216 mc. The oscillator stage at the higher frequencies generates more noise than the same circuit at the vhf wavelengths. Those are the two principal difficulties—according to those who look at the receiver alone.

Most manufacturers refuse to agree that poor uhf pictures are solely due to receiver inadequacies. They will admit to the po sibilities for improvement, and the indust acknowledges that it is working toward th end. But none will concur that given t proper signal strength and installation, t uhf picture can be less than the equivale of a vhf picture.

Some manufacturers point to impro transmitting antenna locations and "slopp transmitter operation. Others insist t servicemen are letting uhf down with insu lations that are not up to the rigid requi ments of uhf.

Perhaps the most succinct estimate of uhf reception picture was that given by W. R. G. Baker, vice president and gene manager of the Electronics Division of G At a news conference in Washington not long ago, Dr. Baker made these obser tions:

"It's not all in the sets. Some of it is transmitters and in antenna locations, some in tuner design, but there's noth fundamentally wrong. In a new field, everything works right at first."

Others point to the sharp improvem which has taken place in vhf receivers s the first sets started trickling off the prod tion lines in 1946. "Remember all the t about boosters," one engineer said, "y you don't hear a thing about them. All al the line, improvements have come abou transmitter operation, power, better rec ers."

That seems to be the answer to tod technical problems in uhf—time takes a of all things, including uhf's immedi difficulties.

Tuner makers are specific. Since it is t "front end" which is the key to better u receivers, they are close to the problem a are willing to acknowledge the failings a point to the developments which will uhf sets out of the critical class.

Here are the comments of two leadi tuner manufacturers:

Sarkes Tarzian, president, Sarkes Tarz Inc.: "It is a well known fact that from engineering standpoint it takes 1,000 tim the vhf power to do an equivalent covera job with uhf.

"The industry as a whole does not have in production a radio frequency amp fier tube that it can use in television recei ers so that performance in fringe areas

B•T GOES TO EXPERTS TO GET THE WORD ON UHF SET QUALITY

uhf can be as good as vhf. This, coupled with low power transmitters at uhf, means the service area of uhf stations is going to be limited. This will be true until such time that (1) uhf stations can radiate 1,000 times vhf power and (2) the receiving tube manufacturers can produce in production quantities on rf amplifier tube that will give as much gain and as low a noise factor as present vhf tuners."

E. P. Thias, engineering vice president, Standard Coil Products Co. Inc.: "From our investigation in the field it seems that a high percentage of the trouble lies in the failure of those installing the uhf tv sets to properly appreciate the importance of the uhf antenna installation. Because of the nature of uhf reflection and the possibility that a reflection may come from an extremely close object, we have noticed a tendency toward smear of the picture which can, in some cases, be corrected by moving the receiving antenna only a few feet. The correction of this situation requires better training of those technicians responsible for making the installations and, to my knowledge, most television set manufacturers are actively cooperating in such training programs.

"Another factor which contributes to poor picture quality in certain cases has been difficulty encountered at the uhf transmitter. This is certainly a condition which is rapidly being corrected by operators of the uhf stations.

"As to the contribution of the television receiver toward deteriorating the picture received on uhf frequencies, there are several possibilities. In order to obtain the same gain at the uhf frequencies as is obtained at the vhf frequencies, it is almost always necessary to utilize one or two additional stages of intermediate frequency amplification for uhf operation. This additional amplification is required because to date it has not been practical to include an rf amplifier stage in the uhf tuning units, although this is the normal practice for vhf, and in addition, almost all manufacturers of uhf tuning units have adopted a crystal mixer for uhf first detection.

"While the crystal mixer appears to give a better noise figure than the tube mixer at uhf frequencies, there is a signal loss through a crystal mixer which must be compensated for by additional 'if' gain. Inclusion of so much gain in the television receiver makes it much more difficult to achieve stability of the if amplifier response and freedom of regeneration in the overall receiver when adjusted for uhf performance. I am sure that all the television set manufacturers are aware of this problem and are working toward achieving adequate stability of bandpass phase response and freedom from regeneration in their receiver chassis.

"In addition to the effect of if gain, there is the problem of uhf oscillator stability, the lack of which may affect picture quality. Oscillator tubes used at uhf frequencies are quite susceptible to frequency change with voltage fluctuation. Therefore, if there is common coupling between the oscillator supply voltage source and other circuits of the television receiver, picture quality may be affected. The problem of oscillator stability is of major concern to us as tuner manufacturers and we expect to make improvements along this line as fast as the development of tubes and techniques will permit.

"An ultimate solution to the problem will probably be the inclusion of an rf amplifier stage at uhf, as well as vhf, plus the development of more stable local oscillators for the uhf range.

"While we are actively engaged in a program to develop tuners improved in uhf performance, since the production of a tuner incorporating all desirable improvements would require tubes which are not available at the present time, I am not able to make any estimate of when such a tuner may be available. We are cooperating with the various tube manufacturers to find a solution to this problem. We are also working with the television set manufacturers to continually improve the performance of presently possible uhf tuner design.

"I am sure we can look forward to continual improvement of uhf transmitters, television sets and tuning units, and that the complaint of poor quality pictures on uhf versus vhf will rapidly disappear."

These pictures show that uhf reception can be as good as vhf. They were taken during a DuMont demonstration in New York. Set at left is tuned to WABD (TV) on vhf ch. 5 in New York. Set at right is tuned to WGLV (TV) on uhf ch. 57 in Easton, Pa., 70 miles away. Both stations carried same show.

Here are some of the comments to B•T's queries from manufacturers:

Allen B. DuMont Labs.: "Commercial television transmission in the ultra high frequencies was authorized such a short time ago by the FCC that it is only natural that some problems should be experienced. Both broadcasting station operators as well as servicemen in the field handling the receivers are learning as quickly as possible some of the peculiar problems associated with ultra high frequency broadcasting.

"We would first like to discuss the status of uhf transmitters. Where sufficient care and correct equipment have been utilized on all phases of uhf transmitter installations, the signal coverage of the transmitter has more than justified the faith in uhf which was implied by the FCC when it reserved

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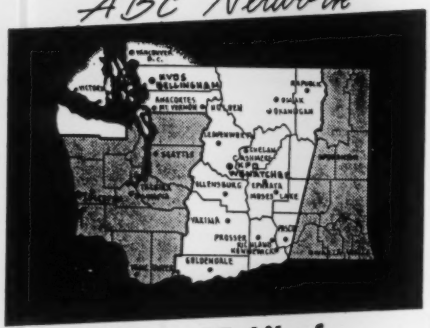
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of
WASHINGTON STATE'S
CASH FARM INCOME

Represented by
FORJOE & COMPANY

the entire uhf spectrum of 470-890 mc for commercial television broadcasting.

"As to receivers . . . the major difference between uhf and vhf receivers is in the design and construction of their tuners, or front ends. The balance of the receiver performs the same functions whether it is being used for uhf or vhf reception. In view of this, DuMont has concentrated its efforts on improving front end performance. The quality of the tuners in current DuMont receivers is such that uhf reception comparable to that of the very best vhf receivers is assured under most conditions . . .

"Recognizing that a good antenna installation is just as important as the receiver itself, the DuMont Service Dept. is conducting a nationwide educational program for tv technicians. It is a recognized fact in the industry that precise and careful installation of uhf receivers is vital for optimum reception quality. Path of the lead-in line—away from metal objects, the use of long standoffs, exact location and height of antenna, and correct choice of antenna type are the most important factors. Specialized instruction in uhf antenna installation techniques is given to technicians at service meetings held in uhf areas. A technical booklet covering all phases of uhf tv has been prepared and is being given wide distribution . . .

"The Television Receiver Division of DuMont believes strongly that a high-quality uhf receiver properly installed will provide clear, sharp, interference-free pictures in almost all instances—provided the transmitter itself is providing the receiver with an acceptable video and audio signal. DuMont believes that research and development currently underway in the design of uhf receivers, tuners and transmitters equipment will further step up the picture quality and receiver performance."

Uhf Equals Vhf

L. F. Hardy, president, Television & Radio Div., Philco Corp.: "It is our experience that uhf consistently gives as good a television picture as vhf within the service areas of the respective stations and in many instances a better picture. There is no reason inherent in the uhf system why this should not be the case.

"There are sets of unequal quality on the market to receive both vhf and uhf. But, with sets of equal quality it is impossible to differentiate between the quality of the picture from a uhf signal and that from a vhf station, all other factors being equal. Where it is possible to tell the difference, the uhf picture is better.

"Philco product performance crews have been in 30 uhf areas. We can state without fear of contradiction that the Philco receiver with the Philco designed all-channel uhf tuner surpasses expectations for stability, freedom from noise and all other factors that make for good television reception. The uhf picture on this equipment is in all respects equal to vhf or better. Philco is enthusiastic about uhf and the reception of uhf signals on our sets."

Major manufacturer who does not wish his identity revealed: "The problem you speak of concerning the quality of uhf pictures is not attributable to the receivers as we have been able to study this problem,

L. F. HARDY
Philco likes uhf

but to some other factors, namely, to the matching of the uhf antenna with the transmitter and getting from the antenna the actual power that was built into the transmitter by the manufacturer . . .

"We have found where everything is correct on the part of the transmitter and the customer's home, namely, proper use of an all-channel converter, proper type of receiving antenna on the house, and the use of proper lead-ins, that the uhf picture is superior to a normal vhf picture . . .

"We believe that considerably more experience is being gained by uhf stations and they are setting up their equipment in a more efficient manner today than they were during the past six months, and that stations going on the air are putting out a much better signal than our early experience would indicate.

"From the customer's viewpoint, he has seen a very good uhf picture and most of the sets operating in the areas where the uhf signal will be a major factor have not always experienced the critical condition on setting up antennas that is so true with uhf. As more servicemen know of the problems of setting up the proper antenna equipment and orienting these, we feel that signals will be received very satisfactorily and the set owners will enjoy a very fine uhf picture.

"As you know there are two types of uhf tuners, one being the strip tuner and the other the all-channel type. In the case of the strip tuner, our experience has indicated that the signal is very well received in the metropolitan and local areas of the station but when you get out into the fringe area the efficiency of the unit falls off rather rapidly. Contrarily, the all-channel unit has proven very worth-while because it has the two extra stages of rf amplification, which of course provides better sensitivity and nets down to a better picture. We feel there is a great deal to learn on uhf, and as time goes on it should prove to be a very fine transmission medium for television."

Dorman D. Israel, executive vice president, Emerson Radio & Phonograph Corp.: "Our experience in general, as well as my own in particular, on field test trips have indicated that excellent uhf pictures can be

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Turkeys or grocery staples, to make sales in inland California . . . be on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations *combined.*
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McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

received in at least as good quality as vhf. Within certain reasonable and known propagation limits a uhf broadcasting station can give a fine service and develop a substantial and desirable audience.

"In the case of our own sets, I can tell you that our policy and experience are best summarized in the following three: (1) We make use only of top quality components and best engineering practice in our uhf-vhf sets. (2) Barring the expected and known differences in uhf propagation characteristics, we find our sets' uhf performance to be equal to vhf. Proper antenna installation is more critical for all uhf than vhf for similar well-known reasons. (3) Our current tuner vhf sets perform equally well though there is slight, theoretical edge in favor of our complete uhf-vhf designs."

Another major manufacturer who does not wish his identity revealed: "I am at a loss to understand any question regarding the quality of uhf pictures on present tv receivers. We are getting very fine results with both strips and our all-wave tuner, and all things being equal, I mean as far as terrain, station's power, etc., are concerned, we find that the uhf picture is a more pleasing one than the vhf picture. I do not believe that there is anything in the [deleted] receiver which might make a uhf picture seem worse than a vhf picture."

Early Trouble

Ted Leitzell, Zenith Radio Corp.: "Early in the uhf game we had some troubles with the performance of strips for our sets out in the field. Since then we have hurdled these troubles and our uhf strips are working very satisfactorily all over the country.

"In our current line of receivers we have also made available a continuous uhf tuner to be used instead of strip replacement. This has been giving very satisfactory service with pictures under equally good conditions, just as good as those received on vhf."

RCA Victor: "It has been RCA Victor's experience that uhf receivers, under favorable receiving conditions, produce pictures that are the equal in clarity, contrast and detail of pictures on vhf receivers.

"The company manufactures three selectors for attachment to vhf receivers for reception of uhf programs. The uhf pictures produced with the aid of the selectors are equal in quality with vhf reception under favorable conditions.

"It is well to bear in mind that 'favorable conditions' for uhf reception include a properly designed antenna, correctly installed, and a receiver expertly aligned for optimum performance.

"Present-day uhf receivers have approximately the reception range of the first vhf receivers.

"RCA Victor is confident that uhf receivers will repeat the success of vhf receivers —that by steadily improved transmission and receiving techniques the industry can extend the uhf range, pushing the 'fringe' area farther and farther away from the point of signal origination, as has been done with vhf.

"In weak signal areas uhf receivers and uhf converters of all makes have a higher noise factor than vhf receivers. The industry is overcoming this deficiency by improved tubes and circuitry."

'THE LISTENING POST'

A Unique Job-Finding Plan Really Works

AT its final meeting of 1952, the board of the Radio & Television Executives Society found itself in a quandary. An unusually successful Christmas party had deposited several thousand dollars in the Society's welfare fund, and the board, which theretofore had worried chiefly about how to raise funds, was now faced with the novel problem of how to disperse them.

There was no lack of suggestions. There are many worthwhile charities in many fields. Then a different sort of suggestion was made—that RTES undertake the task of doing something for its own people at the time they need help most, when they are out of work. Here was a cause that seemed ideally fitted to the old advice about charity beginning at home.

Further, here was a project already begun and already so successful that it had outgrown the resources of its founders and needed the office space and personnel that the RTES funds could provide. The project for helping their fellow workers in radio and tv had been informally launched some months before by a half-dozen men who knew what it was to hold good jobs—and to lose them.

This, the RTES board members agreed, was it. And so, the first of this year, RTES added a new committee, "The Listening Post." The name, according to Wally Duncan, MBS account executive, who was one of its founding fathers and its most indefatigable worker, was chosen "because our chief function is to hear of job availabilities as soon as they happen and to pass the word of them along to qualified workers who happen to be unemployed."

Too Much Work

The original Listening Post members, Mr. Duncan said, were willing to continue their weekly interview sessions when they talked to job hunters and tried to steer their efforts to find employment into the most likely channels, but as word of their work got around they found their office phones bringing more calls from those who wanted their help in finding jobs than was good for their own jobs, "and we didn't want our efforts for the unemployed to land us in their ranks."

"RTES has given us the space and help we needed at its own headquarters," Mr. Duncan told B•T, "but more than that the society has given us a thousand new Listening Post members, who call or write when they know of a job one of our applicants might fill and who have helped us in many other ways whenever we have called on them."

Accomplishments of the RTES Listening Post since Jan. 1 may be summarized with a few statistics. A third to a half of the Listening Post committee's 20 members is on deck each Thursday at 5:30 p.m. to interview applicants, staying as long as the interviews require, always until after 8, sometimes until 9 or even 10 o'clock. An average of a dozen interviews are completed each week, dropping during the summer but picking up to 20 on some evenings.

Placements naturally do not keep pace with interviews, but the Listening Post report for September shows 18 applicants placed that month and a total of 93 since January. These positions run the full gamut of jobs "on our side of the microphone and camera," which are classified under the headings, production-direction, management, sales, promotion and public relations, and general. Most are in the lower and middle salary range, but Mr. Duncan proudly reports that one executive was placed by Listening Post efforts in a $50,000-a-year position.

No fees are charged of those receiving Listening Post help whether applicant or employer. There are only two requirements imposed on job-seekers: They must be bona fide radio-tv workers and they must be out of work.

No Competition

"We aren't trying to compete with the commercial employment agencies, who can help an employed person get a better job," Mr. Duncan said. "In fact, we urge those who come to us for help to go to other agencies, to follow the want ads in the trade press and to use all other avenues they can think of or we can suggest to put them back into the ranks of the employed. That's our main purpose.

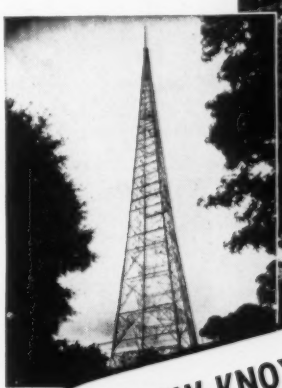
"But the Listening Post is not completely one-sided," he said. "We can help—we have helped—station and network management to find qualified workers for hard-to-fill jobs. We recently found a man who filled a position in the upper executive ranks at a station which had held the job open for six months because it had been unable to find the right man.

"Nor is our service limited to the New York area. We've helped stations all over the country, particularly new tv stations which are hard put to find experienced personnel in their own communities. And we've helped station representatives, program firms and advertising agencies and other kinds of broadcast service organizations, as well as broadcasters."

But the best picture of the RTES Listening Post does not come from Wally Duncan or his fellow committee members. The real story of what this operation means is best told by the letters from those who have come to the Listening Post for help. Many of these letters are written by those who want to say thank you for jobs secured through Listening Post assistance. But a surprising number comes immediately following the writer's initial meeting with the Listening Post committee.

Designs Unlimited

WHATEVER factors determine the type, height and location of your TV Antenna Tower, you can depend on Blaw-Knox to give you *more for your money*. Does the job call for a self-supporting structure atop a mid-town building or a sky-scraping guyed tower out in the open? Do you prefer a square design or triangular? Blaw-Knox builds them all—and every one is backed by more than four decades of experience in this field. If you are anticipating a TV license, write or phone today for capable engineering assistance with your plans.



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BLAW-KNOX

BLAW-KNOX EQUIPMENT DIVISION
BLAW-KNOX COMPANY
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.

Walker Motor Sales, Dayton Lincoln-Mercury dealer, tried a concentrated promotion using radio and television spots augmented by newspaper advertising. The result: Walker had to turn out the lights in midsale because it had run out of automobiles.

Saturation Spot Campaign Leaves Car Dealer Carless

A SATURATION auto sales promotion campaign on radio and tv is credited by a Dayton, Ohio, Lincoln-Mercury dealer with carrying the payload in selling 243 Mercurys (plus eight Lincolns and 57 used cars) during three days of sales in September.

So successful was the sales event, says John V. Walker, president of Walker Motor Sales Inc., that promotion had to be cancelled in midsale. The Walker Lincoln-Mercury firm became so swamped with back orders that no more could be taken until deliveries caught up. For comparison, Walker's August sales total of new Mercurys was 90, itself a new 30-day record in the firm's five-state factory district.

The event originally was intended to be a one-day affair, but mushroomed and had to be stopped before the end of the third day's sales because Walker ran out of new Mercurys, with further deliveries uncertain, according to John R. Murphy, partner in Murphy & Lang Advertising, Dayton, which handled the advertising campaign.

The Walker firm's campaign utilized "teaser" spot announcements on WHIO-TV and three Dayton am stations, WING, WONE and WHIO, from Sept. 12, a week before the sales day, to Saturday, Sept. 19, day of the sale. On the day before the sale the Lincoln-Mercury firm used full-page ads in two Dayton newspapers giving details of the sale and tying in with the "teaser" announcements.

The result was 145 Mercurys sold that Saturday, when Walker had expected to move only 50, with buyers braving a chill rain. The delighted Lincoln-Mercury firm promptly announced a repeat sale for the following Tuesday and Wednesday. The same radio-tv and newspaper technique was followed, with the result that the sales total for new Mercurys was brought to 243 by 9 p.m. Tuesday, and R. H. Boos, general manager, had to clear the crowded showroom by "the simple expedient of turning out the lights."

The slogan, M-U-A-O (make us an offer) Day was used in the radio-tv teaser announcements. On the first day 10 eight-second announcements were made on each of the radio stations. This schedule was built up gradually through the following week, reaching a maximum of 33 to 36 announcements daily by Friday, Sept. 18. Tv activity (other than Walker's regular tv schedule) started Thursday, Sept. 17, and all announcements were amplified somewhat Friday to tie in with the morning and evening newspaper ads of that day. Post cards also were mailed.

The promotion campaign for the Saturday sale cost $4,620—$3,082 of which went for a total of 545 radio-tv announcements (WING 180, WONE 150, WHIO 174, WHIO-TV 41). Two full-page newspaper ads cost $1,330 and post cards $208.

By noon Saturday the decision was made for the repeat sale. Arrangements were made by telephone with Lincoln-Mercury Division in Detroit for shipment of more cars and Murphy & Lang "burned the candle at both ends" over the weekend preparing the second campaign, Tuesday-Wednesday, Sept. 22-23. Some 242 announcements (WING 88, WONE 80, WHIO 69, WHIO-TV 5) were made at a cost of $971, plus full-page ads again Tuesday, $1,330, and smaller ads Thursday, $204. Gr total advertising cost was $7,125 —$4,0 to radio-tv, $2,686 to newspapers nd $2 for post cards.

"The Tuesday response was a least strong as Saturday," Mr. Walker says, there was a high "slop-over" respons M day from the Saturday sale.

"No one knows how many Mercu might have been sold had the cars b available to continue the sale at full sp through Wednesday," Mr. Walker says. it was, he says, he had no choice but to off the sale Tuesday evening.

Murphy & Lang, faced on Tuesday w calling off the sale, advised all broadc media immediately and "excellent cover was obtained both on late radio and tv ne casts," says Mr. Murphy. Both morn and evening newspapers carried stories the sale cancellation and radio-tv announ ment copy was made to conform. Thurs newspaper ads also advised of the cance tion.

The reaction in the trade, both auto bile and advertising, was immediate far-reaching, says Mr. Murphy. A gr of Cincinnati Mercury dealers immedia contacted Murphy & Lang for informa and Mr. Murphy said he understood sim plans are afoot in Detroit, Louisville an number of other cities. Regular and pros tive clients have asked that we stage equally successful promotion for the says Mr. Murphy.

Mr. Murphy said his agency does pretend to know all the answers on why campaign was so successful, but feels he promotion did most of the job, plus messages in the radio-tv announcements fering prospective buyers a saving of $

Mr. Murphy adds this note of caut Walker Motor Sales is not a flash-in-the advertiser, but has a heavy year-round vertising schedule which became the fo dation for the saturation schedule.

He also says the benefits gained by W er have renewed the confidence of o businessmen in the willingness of the pu to buy when good value is offered, also make it crystal clear that radio— vision enthusiasts to the contrary not standing—can still do a job."

One day's batch of orders for new cars surrounds John V. Walker, president, and R. H. Boos, general manager, of Walker Motor Sales. The two auto executives h a horse-size hypodermic used as a gag "needle" salesmen in the whirlwind s

XUM

TO FLASH BACK

to the candidate's early life...

to do this realistically and at low cost

...USE FILM

Complete information **concerning film selection and processing available... also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, *Eastman Kodak Company*, Rochester 4, N. Y. *East Coast Division*, 342 Madison Avenue, New York 17, N. Y. *Midwest Division*, 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division*, 6706 Santa Monica Blvd., Hollywood 38, California.**

XUM

SIXTY participations weekly will promote Dennison Foods on KSFO San Francisco as a result of this contract signed by (l to r) Clifford Trotter, KSFO acct. exec.; Lyndon Gross of the Biow Co., for Dennison, and KSFO Gen. Mgr. Alan Torbet.

AFFILIATES of World Broadcasting System will get these items in a Christmas merchandising package prepared by the firm. Examining the display are Robert Friedheim (l), v.p., and Dick Lawrence, sls. mgr.

QUINTET celebrates Land Title Guarantee & Trust Co.'s 52-week sponsorship of *Moments for Music* on WGAR Cleveland. The five (l to r): Hal Morgan, WGAR; Lois and Marc Wyse, Wyse Adv. Agn.; Mannie Eisner, WGAR acct. exec., and Walter Belding, v.p. for the sponsoring firm.

A NEW series on WMAQ Chicago will advertise this and other products of House for Men. Details were worked out at this gathering by (l to r): standing, W. C. Fuller, H-M secretary; Rudi Neubauer, WMAQ sls. mgr.; John Keys, WMAQ prom. mgr.; seated, Charles Dresser, WMAQ-WNBQ (TV) sales dir.; Charles Cameron, H-M v.p., and Stanley Dial, Dial Adv.

WMAL COSTLY TV SET

WMAL-TV Washington reports that the costliest set for any tv show in Washington was the studo set for *Just for Fun* on that station, Oct. 23. Three thousand orchids representing almost every orchid-growing country in the world were displayed on the show in conjunction with the sixth annual Orchid Show of the National Capital Orchid Society, sponsored by the American Security & Trust Co. of Washington. The current Community Chest drive was saluted on the program with a red feather constructed from 800 orchids. Women in the studio audience were awarded orchids from the display.

'TIP TOP MERRY-GO-ROUND'

A NEW children's program on WAAM (TV) Baltimore titled *Tip Top Merry-Go-Round* will feature "Mr. Toby and his magic suitcase" from which he will draw costumes for stories that will involve a merry-go-round. Among the plans for the program, sponsored by the Ward Baking Co., will be a touring merry-go-round which will visit supermarkets and residential neighborhoods, offering free rides to youngsters. Children will be asked to draw pictures and send them to the station for a showing each week on the program. The program will be telecast Sunday, 4 p.m., starting Nov. 8. A Brent Gunts package production, the show will be produced by Henry Otto and directed for WAAM by Ed Sarrow.

MEXICAN MARKET INFORMATION

KOWL Santa Monica (Calif.) has compiled a comprehensive eight-page digest of available information on the economy, characteristics, distribution and size of the Mexican and Mexican-American population of Los Angeles County. Utilizing 13 listed sources, KOWL states that the 400,000 persons of Mexican descent in the county constitute the "largest minority in the third largest metropolitan area in the United States." Aimed at this audience, KOWL broadcasts 20 hours weekly in the Spanish language and 12 hours weekly for the Mexican-American market, devoting a total of 32 hours weekly for the entire minority group. KOWL, known as "The Dominant Negro and Language Station West of Chicago," earlier this year dealt with the Negro market in a booklet titled "The Fastest Growing Minority in Los Angeles."

LIVING HABITS TRACED

CHANGES in our daily living habits are being traced on a new program, entitled *Perspective*, on WBAL-TV Baltimore. The 13-week series with Wilbur H. Hunter, director of the Peale Museum, as instructor, presents such subjects as houses, furniture, homemaking, food, light and schools in terms of their development during the past three centuries, with the use of material and visual aides from the Peale Museum and Maryland Historical Society. The program is directed by Arnold Wilkes.

FIFTY WALLETS LOST

GEORGE CRAWFORD, WOL Washington disc jockey, lost his wallet—on purpose. As a matter of fact, he lost 50 wallets in the Washington area in an effort to win new listeners. Identification card in each wallet states: "You have just found a wallet that was purposely lost by George Crawford, *Wake Up, Washington*, 5:30 a.m. to 9:00 a.m. daily, Radio Station WOL." Card informs finder that he may keep the wallet and use the two passes to a movie which are enclosed.

Brand Names Day

NEW date for "Brand Names Day—1954" is April 28, it was announced last week by Henry E. Abt, president of Brand Names Foundation Inc. He said the date was changed from the second week in April to avoid conflict with retailing and business activities planned during Easter week.

RCA DISTRIBUTORS' CONTEST

"WHAT'S the Big Idea?" is the title of a co test being conducted by RCA Victor to promo its tv and radio-sponsored programs local by distributors' sales promotion managers a salesmen. More than $10,000 in cash pri are offered for the promotion of the *RC Victor Show* starring Dennis Day on NBC-T and the *Phil Harris-Alice Faye Show* on N Radio, with prizes awarded weekly over a fo week period. Winner for the first week of t contest was Barton O. Williams, salesman f the Leo J. Meyberg Co., Los Angeles distri tor. Mr. Williams helped RCA Victor deal set up counter and window displays, wr interviews with the dealers and placed t interviews along with pictures of dealers a their displays in Los Angeles newspapers th were running RCA Victor product advertisi

FIGHT AGAINST SMOG

KTLA (TV) Hollywood's first Smog Fight Ma Meeting was telecast from the station, Oct. with Klaus Landsberg, vice president of Pa mount Tv Productions Inc. and general ma ager of KTLA, as host. The station has be active in efforts to rid Los Angeles of sm Appearing on the program with Mr. Landsb were the governor of California, mayor of L Angeles, representatives of the Air Pollut Control District, U.S.C. Medical School a Chemistry Department and others.

CHILDREN PERFORM

SHOWCASE for young talent is the format a new program, *Talent Tots*, launched Oct. by WGN-TV Chicago. Connie Baxter int duces children while Starnoters furnish setti for musical, dancing and dramatic presen tions. Program is unusual in that no prizes awarded or winners announced, station no Children range in age from 9 to 14. Progra is sponsored by Nicolay-Dancey Inc. for N Era potato chips.

YOUTHS URGED TO ENTER AD

AMERICAN Assn. of Advertising Agenc is cooperating with WMAQ Chicago on series of two programs, *Opportunities in A vertising*, designed to encourage qualified yo people to enter such a career. Series w launched Oct. 24 with talks by Fred Wini Tatham-Laird, chairman of the AAAA Te Committee, and Wilton Haff, BBDO, associ committee member. Mr. Haff described aptit tests and locations for taking them in Chica Similar tests will be offered in other Midw areas.

ADMIRAL HI-FI BOOK READY

ILLUSTRATED booklet, "What You Sho Know About High Fidelity," has been pu lished by Admiral Corp. for hi-fi fans. W. Johnson, Admiral vice president, credits t popularity with stimulating interest in hi fidelity, noting that 25 million tv receivers

XUM

Announcing...

THE OPENING OF A

NEW YORK OFFICE

TO SERVE YOU BETTER

Our many customers in the East are invited to call Mr. Paul Sparre, our New York representative, for service or information on Houston-Fearless television and motion picture equipment.

NEW YORK REGIONAL OFFICE
ROCKEFELLER CENTER
620 FIFTH AVE., NEW YORK 20, N.Y.
CIrcle 7-2976

HOME OFFICE AND FACTORY
11801 W. OLYMPIC BLVD.
LOS ANGELES 64, CALIF.
BRadshaw 2-4331

The **HOUSTON FEARLESS** *Corporation*

"FILL 'ER UP"—SOVIET STYLE. Rare photograph shows Russian driver filling own gasoline tank at one of Moscow's 5 "service" stations. Station attendant offers no service—just collects rationing coupons. Sign on state-owned station doesn't announce a brand of gasoline. It just says: No Smoking.

THIS IS A MOSCOW "SERVICE" STATION

Unretouched Pictures Show Conditions Motorists Face Today In Russia

From behind the Iron Curtain come recent photographs of a typical Moscow "service" station showing what the Russian motorist is up against.

American editors who recently visited Russia report that even the fortunate few who *do* own cars have serious motoring problems. (Only 1 out of every 3,000 Russian families owns a car, while America has more cars than there are families.)

At the few filling stations service is non-existent—gasoline is rationed. Black market gasoline costs $1.00 a gallon. Travel outside cities is almost impossible if you aren't a party official.

Conditions like these are what you can expect under a system where all industry is controlled by the State and where there is no competition for the motorist's business.

It's far different over here! Americans are used to having many independent service station operators compete for their business by offering them the world's finest oil products at reasonable prices. U. S. gasoline today, for instance, costs about the same as gasoline did in 1925—only the taxes are higher.

This contrast between conditions here and in Russia shows once again how important it is to all of us that America's system of privately-managed industry be continued.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 W. 50th St., New York 20, N. Y.

← **ANOTHER VIEW OF** same "service" station shows Russian motorist's daily problems. Car in foreground has broken down—owner usually must fix it himself. With only 5 filling stations for Moscow's 5 million inhabitants, cars must wait in line.

fm sound. Admiral recently entered hi-fi field. Twelve-page booklet may be obtained from Admiral Advertising Department, 3800 Cortland St., Chicago 47, Ill., for 10 cents.

KLIF'S NEW MOBILE UNIT

KLIF Dallas has recently acquired a new Ford "Courier" truck, colored bright red, in which is housed some $3,500 worth of mobile shortwave equipment. The truck is on a 24-hour call in the Dallas area to cover any news event there. At the scene of the event the roving newsman broadcasts via shortwave to the main studios where report is piped direct to KLIF's transmitter. Gene Edwards, new news director at the station, is the man behind the wheel and the mike.

WBZ-TV COVERS EXPLOSION

WBZ-TV Boston claims to have scored an exclusive with the story of an explosion on board the aircraft carrier Leyte in dry-dock at the South Boston Naval Annex. The station reports to have received a tip minutes after the explosion and fire occurred. Its newsman was the first and only newsman aboard while the carrier was still burning, and it was the only station to get films of the event, the station reports. In addition to a number of newscasts on WBZ-TV which carried news of the explosion throughout the evening, the station also fed news to the NBC network.

'NAME THE STARS' CONTEST

TO PUBLICIZE its programs and increase listenership, CKOC Hamilton, for one week in October conducted a "Name the Stars" contest with $500 in prizes. Newspaper advertising was used to picture 24 stars heard on CKOC, with no names, but clues under each picture. More clues were announced during the week on the station's programs, and official entry blanks were distributed to stores throughout the city. Contest made many listeners acquainted with CKOC's programs and also made newspaper advertising by station more effective with a higher readership.

KCNI USES UNUSUAL FLOAT

FOR the local celebration commemorating the 75th anniversary of Custer County, KCNI Broken Bow, Neb., employed a rather unique float—a manure spreader on which hung a sign reading "For the Land's Sake—It's Scott and Bud, KCNI." Its occupants, including Bud Crawford, president of the station, tossed out bits of teletype paper along the two-mile route. He reports that most of the spectators were quite impressed with the float.

WEAU CLOSED CIRCUIT

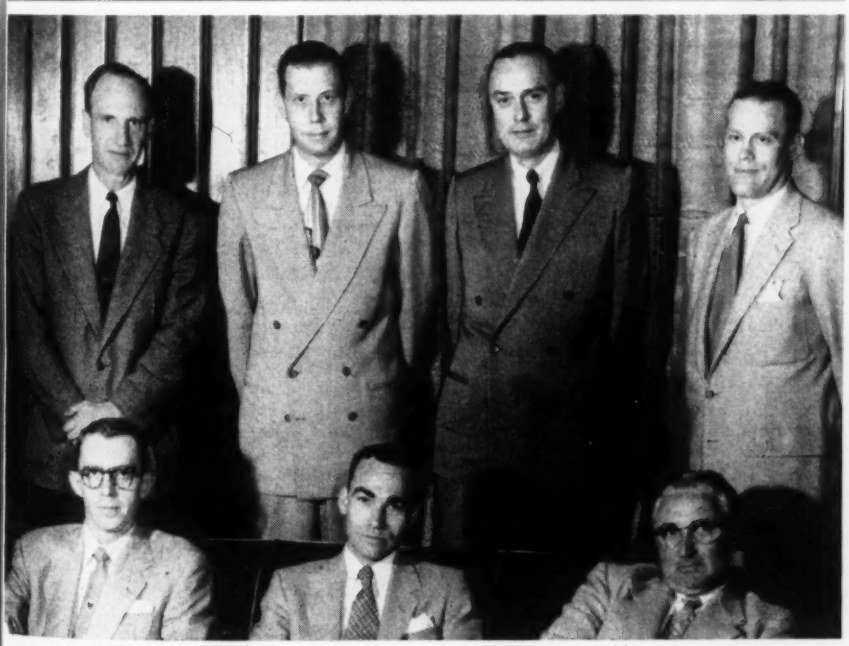
WEAU-TV Eau Claire, Wis., which expects to go on the air on vhf ch. 13 by Dec. 1, has completed a series of closed circuit tv demonstrations at several northern Wisconsin fairs as promotion for the advent of tv over the station and reports it will continue the showings in area department stores. The station also is holding dealer meetings throughout the area.

INTERVIEW POLITICAL REFUGEE

JAN CWIKLINSKI, former captain of the Polish liner Batory was heard describing conditions in Red Poland on a newscast from WABJ Adrian, Mich. He is now a political refugee in London having fled from the Batory. The feature interview was obtained from the BBC, which short-waved it from London to New York where it was recorded and shipped to Adrian. WGRO Bay City, Mich., a predominant Polish region, also used the interview.

DEE JAY SUPPORTS LA ROSA

MILTON Q. FORD, disc jockey at WWDC Washington, has started a nationwide campaign for all disc jockeys "opposite Godfrey" to play singer Julius La Rosa's recordings. Mr. Ford has written to all radio personalities throughout the nation with programs "opposite Godfrey" to feature records by Mr. La Rosa so that he "be rescued from oblivion." Julius La Rosa was recently fired by Arthur Godfrey publicly.



REPRESENTATIVES of Omaha stations which participated in a simulcast for the Community Chest [B•T, Oct. 26] were (l to r): seated, Glen Harris, KMTV (TV); Todd Storz, KOWH; Harry Burke, KFAB; standing, Dick Welna, KBON; Garry Schroeder, KOIL; Frank Fogarty, WOW-AM-TV and Harold Soderlund, KFAB.

WAGA-TV Atlanta will air *Yesterday's Newsreel* by terms of pact being signed by (l to r): Seated, James A. Furniss, asst. v.p., Citizens & Southern Nat'l Bank, sponsor, and Ross Wilhelm, acct. exec., Burke Dowling Adams Agency, Atlanta; standing, John W. Collins Jr., sls. mgr., and Lorenzo Jones, acct. exec., both WAGA-TV, and Don Brogdon, Ziv Tv Ga. repr.

BIG BEAR STORES Inc. will sponsor *Auction Antics* on WLWC (TV) Columbus. Signing (l to r): James Leonard, v.p., WLWC; Jack W. Miller, pres., Harry M. Miller Inc. agency; Wayne E. Brown, pres., and E. M. Hart, adv. mgr., Big Bear Stores.

ARRANGING for colorcast of Pasadena Tournament of Roses Parade next New Year's Day are (l to r): Lewis S. Frost, NBC western div. pub. rel. dir.; Harry Hurry, Tournament of Roses Assn. pres.; Barry Wood, NBC-TV color coordinator. Sponsor is F. W. Woolworth Co.

REGAL Amber Brewing Co., S. F., is sponsoring *Your Claim to Fame* on ABC-TV Pacific Coast Regional Network as part of ad campaign. Previewing show at KECA-TV Hollywood are (l to r) George Fenneman, show moderator; Angelo Campodonico Jr., Regal pres., and Donn Tatum, ABC western div. tv dir.

Advertisers

Arnold S. Leavitt appointed merchandising director of Kraft Foods Co., Chicago.

Benjamin S. Katz, president-treasurer and director of Gruen Watch Co., Cincinnati, retires from active duties with company but will serve Gruen in consultant capacity. **John R. Bullock** of law firm of Taft, Stettinius & Hollister and director of Gruen, elected board chairman, and **Abraham S. Braude,** vice president in charge of sales, elected director, filling Mr. Katz's vacancy. **Ira R. Katz,** vice president and director, will assume increased responsibilities and duties.

William B. Loeber promoted to sales promotion manager of Nesco Inc. (decorated ware, tinware, electric roasters), Milwaukee.

Allan P. McEachern, formerly brand manager with Seagram's Distillers Corp., appointed vice president in charge of sales for Van Merritt Brewing Co., Burlington, Wis.

Robert Wickstrom, former merchandising and sales promotion manager of Fox Head brewery, Waukesha, Wis., to advertising department of Miller Brewing Co., Milwaukee.

Irving Lessin, assistant advertising manager, Los Angeles Soap Co., L. A., to Van de Kamp's Holland Dutch Bakers Inc., same city, in similar capacity.

Rod Maclean, assistant vice president and director of advertising, Union Bank & Trust Co., L. A., elected first vice president of Financial Public Relations Assn. at annual convention in Denver.

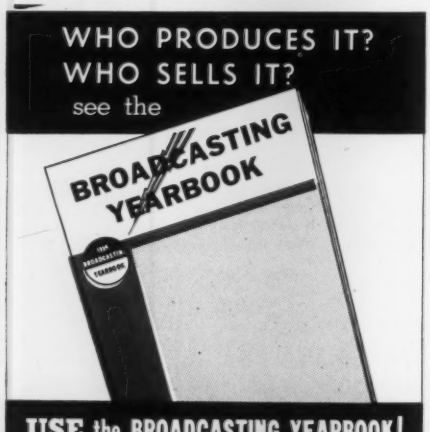
Agencies

Tod Reed, vice president, Ruthrauff & Ryan, Detroit, elected to board of directors. **George A. Rudnick,** creative group head at Ruthrauff & Ryan, Chicago, appointed vice president and copy chief.

William J. Bienemann named vice president of MacFarland, Aveyard & Co., Chicago. **John C. Wheatley,** formerly vice president and assistant copy director of Ruthrauff & Ryan Inc., to MacFarland, Aveyard & Co., as vice president and creative director.

Carl W. Sickler, co-owner, Pacific Adv. Staff, Oakland, assumes full ownership. Program and staff expansion is planned.

J. Morse Ely, account executive at Henry M. Hempstead Co., elected vice president.



Edward E. Wilson, president of Wilson Pontiac-Cadillac automobile agency, Birmingham, Mich., and General Motors truck dealership in Pontiac, Mich., to Denman & Baker Inc., Detroit, as member of board of directors with special assignment.

Mr. Wilson

Charles O. Hazard, art director, and **Elizabeth C. Koke,** supervisor of copy and media, Wise Adv. Inc., Baltimore, elected vice president in charge of art and production, and secretary-supervisor of copy and media, respectively.

Jack C. Greig named manager and account executive of newly-opened Indianapolis office of Poorman, Butler & Assoc., Muncie, Ind.

Fred E. Gerberding appointed vice president and account executive, Mitchell WerBell Adv., Louisville, Ky., office. He was formerly vice president of Bush-Krebs Co.

George H. Gilbert and **Emmajean T. Balshaw,** both formerly with Eldridge Co., Phila. advertising agency, have formed Gilbert-Balshaw Agency, same city.

Edmund D. Herr, radio-tv staff of Coe agency, Syracuse, N. Y., named radio-tv director of William Spitz & Co., that city.

John C. Wells, public relations director, S. F. Boy Scout Council, to Wells Agency, L. A., advertising-public relations firm, as associate.

J. J. Franz Jr., art director, Creamer & Co., L. A., to Stromberger, La Verne, McKenzie Adv., same city, as manager of art and production.

Dr. Howard D. Hadley, technical director, Daniel Starch & Staff, N. Y., to Morey, Humm & Johnstone, N. Y., as director of research.

Florent Forget, formerly program director of CBLT (TV) Montreal, named radio and tv director of Vickers & Benson Ltd., Montreal.

Roger Combs, sales promotion manager, Pacific Outdoor Adv. Co., L. A., to West-Marquis Inc., same city, as account executive.

John Bowie, BBDO Minneapolis account executive, to Minneapolis office of Bruce B. Brewer & Co.

Kennett R. McMath, formerly account executive with Lennen & Mitchell, N. Y., to Gordon Best Co., Chicago, in similar capacity.

J. G. (Buck) Weaver, electronics advertising manager, Crosley Div. of Avco Corp., to Benton & Bowles, N. Y., as account executive on Pream account.

Robert D. Williams, formerly with N. W. Ayer & Son, and **John S. Nagel,** Young & Rubicam, to account executive staff of Needham, Louis & Brorby Inc., Chicago. **Dorothy Kane,** formerly with Advertising Division Inc., to agency's copy department.

Tom Mullins, account executive, Noble Adv. Co., L. A., to Irwin Crenshaw Adv., that city, as assistant to **Frank Warren,** account executive in charge.

Jack W. Nides, advertising and promotion manager, Nides Inc., Denver, to Martin R. Klit Co., L. A., as account executive.

Harry J. Accurso, advertising manag r of L coln National Bank & Trust Co. of Syracu N. Y., to writing staff of radio-tv departm of Barlow Adv. Agency, Syracuse.

L. T. Steele, administrative vice pre ident television and radio for Benton & Bowles, pointed member of committee on radio television production of American Assn. Adv. Agencies.

Stations

Charles E. Denny, general manager of WE Erie, Pa., appointed general manager for Gr Lakes Tv Corp., recently granted CP for 35 in Erie. Replacing Mr. Denny as gen manager at WERC is **Arthur Ingram,** s manager of station. **Jay Young,** WERC sp director, promoted to program director.

Claire O. Banks, former manager of KE Kelso, Wash., named manager of KENI chorage, Alaska, replacing **August G. Hie** who becomes manager of KTVA (TV) chorage.

Elmer F. Jaspan has resigned as assistant eral manager of WCAN-TV Milwaukee. future plans as yet unannounced.

Bob McVay promoted to commercial ma ager, KFJI Klamath Falls, Ore.; **Shirley W** named traffic manager of station, and **Nad Robertson,** wom director.

Mr. McVay

George Ross, ma ager, W. S. G Co., S. F., to Clung Broadcas Stations (KHSL-A TV KVCI (T Chico; KV KVRE (FM) ding; KYOS KVME (FM) ced) as national manager, with off at 703 Market, S

Erwin Needles appointed local tv sales ma ager, WKNB-TV New Britain, Conn., **David Scott** promoted to newly-created p tion of national tv sales manager.

Thomas L. Thompson, production manager WBAP-TV Fort Worth, Tex., appointed gram director at KGUL-TV Galveston, **Ellen Heller,** Zimmerman Adv. Agency, Ho ton, to station's Houston office as assistant motion manager.

Bayliss (Jim) Corbett resigns as promotion ma ager of KWBU Corpus Christi, Tex., to his own radio-tv advertising agency.

Roy J. Johnston, WETV (TV) Macon, Ga., **George C. Jenkins,** airport engineer at Law Air Force Base, appointed production direc at WRBL-TV Columbus, Ga., and promoti publicity director at WRBL, respectively.

George E. Ledell Jr., account executive KHJ-TV Los Angeles, appointed special tion representative for KCCC-TV Sacrame

Carl Erickson, morning newscaster at WB Buffalo, N. Y., named program director ceeding **W. Robert Rich,** who transfers to W New York as program executive.

George Sanford Holmes, Washington ne man, appointed Washington correspondent KFEL-AM-FM-TV Denver.

Larry Crenshaw, program director at WCMA Corinth, Miss., named to succeed **Jim Hoppers** as program director of WDXI Jackson, Tenn. Mr. Hoppers goes to Kenyon & Eckhardt. **Vincent Lawrence** appointed program director at WCMA.

Mr. Crenshaw

Edward W. Pearson, director of research at Channing L. Bete Co., Greenfield, Mass., public relations and sales promotion firm, named program director of WMGT (TV) Pittsfield, Mass.

John Aldern, account executive at KELO Sioux Falls, S. D., to KOA-AM-TV Denver as assistant promotion manager. **Bill Lydle,** KOA sales staff, named regional sales representative for "KOA Food League." **Cy Penley** transfers from KOA sales staff to sales staff of KOA-TV. **Jud Woods,** executive assistant manager, KOA-AM-TV, named program operations manager for KOA-TV. **John McGuire,** account executive for Sarra Inc., to KOA-TV as sales representative and **C. Van Haaften,** KOA producer-announcer, transfers to KOA-TV as producer.

Jack Lucas, accountant at WCCO Minneapolis, named to newly-created post of sales service representative for national accounts. **Mary Dougherty** succeeds Mr. Lucas as director of accounting department. **Richard P. McClanahan,** salesman at KHDM Des Moines, to station as account executive.

John A. Lavan, manager of NBC accounting department, appointed controller of WNBW (TV) and WRC Washington, succeeding **Arthur Hamilton,** appointed controller for WNBC and WNBT (TV) New York.

Mr. Lavan

George E. Ledell Jr., account executive, KHJ-TV Hollywood, to KCCC (TV) Sacramento as special station representative in L. A. and S. F. markets.

Cleve Hermann, sportscaster, KNBH (TV) Hollywood, named station director of sports.

Edward R. Janney, engineer, KOY Phoenix, promoted to chief engineer of station and supervising engineer for Arizona Network (KTUC Tucson, KSUN Bisbee, KOLS Flagstaff and KYMA Yuma). He succeeds **Cliff Miller,** transferred to KOY-TV and KOOL-TV Phoenix as chief engineer.

George Thomas, news staff, WDTV (TV) Pittsburgh, promoted to assistant director of news and special events. **Joseph Samul,** manager of film department, operations director and cameraman at WDSU-TV New Orleans, to WDTV as staff director.

George Crumbley Jr., traffic manager for WSB Atlanta, Ga., to sales department of WSB-TV. **Charles Welsh** appointed am farm service director, replacing **Lee Morris** who has been named radio traffic manager.

Robert D. Gordon, formerly continuity director, producer and writer for KSL-TV Salt Lake City, appointed producer, KOMO-TV Seattle. **David H. Lee,** also to production, was formerly associated with WNBQ (TV) Chicago, on *Kukla, Fran and Ollie, The Dave Garroway Show* and other network programs. Technical coordinator for KOMO-TV will be **Paul S. Morris,** KOMO radio producer. **Cecil E. (Cec) Perkins,** sales staff of KRSC Seattle, appointed account executive for KOMO.

Edwin J. Brockman, advertising director of *Miami Beach Sun* newspaper, appointed to sales staff of WITV (TV) Miami.

James McEnaney to local sales staff of WEAN Providence.

F. Douglas Chingo, public relations department of Western Electric, Chicago, to sales staff of WNAM Neenah, Wis.

Granville Landell, WAAB Worcester, Mass., and **Howard Chase,** commercial manager of WARE Ware, Mass., to WWOR-TV Worcester as announcer-writer and member of sales staff, respectively.

Armin Furch, member of WCCO Minneapolis sales department, to WBBM-TV Chicago in similar capacity.

Jack Griswold, WLFH Little Falls, N. Y., to announcing staff of WQAN Scranton, Pa.

Randy Kent and **Chuck Bill,** announcers at WBBM-TV Chicago, to WBKB-TV same city. **Russ Hunt** and **Jim Holmes** to station as directors.

Parker Willson to KXOL Fort Worth, Tex., as disc jockey.

Pat Helm, traffic department, Don Lee Broadcasting System, Hollywood, to Hollywood traffic staff of KBIG Avalon.

Klaus Landsberg, general manager, KTLA (TV) Hollywood, was commended by L. A. County Board of Supervisors for recent station telethon which raised $250,000 for Duarte, Calif., nonsectarian, free City of Hope hospital leukemia wing and cancer clinic.

Bob Thomas, manager of WJAG Norfolk, Neb., received Merit Scroll of Achievement from Central Air Defense Force in recognition of outstanding assistance rendered U. S. Air Force in Ground Observer Corps recruitment.

Lee Fondren, national sales manager, KLZ Denver, elected president, Advertising Club of Denver; with **Billy D. Prescott,** Ball & Davidson Inc., first vice president; **Lewis R. Cobb,** director of advertising and publicity, State of Colorado, second vice president, and **Lawrence Effinger,** Mountain States Telephone & Telegraph Co., treasurer.

Bill Leyden, KTTV (TV) Hollywood disc-m.c. and personality, honored for "outstanding, wholesome entertainment presented throughout the years," by 20-30 Club of Long Beach at recent dinner meeting.

Bob Lee, news director, WNGO Mayfield, Ky., awarded first prize in Kentucky Chamber of Commerce contest to devise best slogan for state's vacation centers. His winning entry: "Kentucky, vacationland for mid-America."

Arnold J. Kapan, account executive, KNXT (TV) Hollywood, father of boy, Oct. 24.

Carolyn Osterberg, WNAX Yankton, S. D.,

IN THE 75th MARKET
— TEXAS' 5th
EL PASO

May we extend a helping "voice"?

Buy KEPO, El Paso's most powerful station, with its 10,000 watts covering the Southwest . . . an area with over 555,000 people who last year spent more than $534,000,000 in retail sales alone!

Buy KEPO and you'll agree that the results cannot be measured in small proportions. Buy KEPO and reach a responsive audience who will receive your product well.

It's good business to do business with KEPO. We'd like to include *your* name on our list of advertisers who realize we are a station that "knows how" and is "doing it."

Figures from Sales Management, May 10, 1953. For further information, contact Avery-Knodel.

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency
PORTLAND, OREGON
REPRESENTED NATIONALLY BY
EDWARD PETRY, INC.
AFFILIATED WITH NBC

and Floyd Paulson were married recently.

Albert Philip Entzminger, 56, chief accountant for WKY-AM-TV Oklahoma City, died Oct. 17 due to heart condition.

Elizabeth P. Gordon, 26, wife of **Jack Gordon,** program director of KDAL Duluth, Minn., died Sept. 29.

Networks

Aleen Leslie, creator of ABC-TV *Date With Judy,* has completed 12 half-hour scripts in *Martha Ellen,* proposed tv series dealing with career girl.

Ed Simmons and **Norman Lear** signed to head writing staff for **Dean Martin** and **Jerry Lewis** on their five NBC-TV *Colgate Comedy Hour* shows this season.

Hal Hudson, general manager of CBS-TV Hollywood, is chairman of awards committee to select nominees for the 1953 Academy of Television Arts & Sciences "Emmys." Serving with him are: **Thomas McCray,** director of NBC Western Division network program operations; **John Reynolds,** general manager of KHJ-TV Los Angeles; **Don McNamara,** vice president of Dudley Television Corp.; **Joseph Brenner,** Beverly Hills attorney and former FCC regional attorney, and **Bea Benadaret,** who portrays Blanche Morton on CBS-TV *George Burns and Gracie Allen* show.

Jess Oppenheimer, producer and head writer, CBS-TV *I Love Lucy* series, recently demonstrated his invention, Jay O Viewer, to group of CBS-TV executives in Hollywood. Device, which permits newscaster or announcer to read lines while looking directly at tv camera, will be marketed to tv industry nationally.

Frank Edwards, Mutual commentator, presented with Certificate of Merit by AMVETS for campaigning for G.I. commissary privileges and first class air transport for returning veterans.

Robert LeMond, announcer, CBS Radio Hollywood, father of boy, Barry, Oct. 23.

Stanley McClellan, 50, singer on former NBC *Manhattan Merry-Go-Round* and other radio programs, died Oct. 25.

Film

Frank J. Brodock named general manager of Reela Films Inc., Miami. Formerly sales manager of firm, he replaces **Labe B. Meil** who becomes affiliated with South Fla. Television Inc., applicant for ch. 7 in Miami.

David Wear, free-lance producer of tv films and previously head of literary department of William Morris Agency on West Coast, to Goodson-Todman Productions, N. Y., tv film production company, as coordinator of sales.

Albert C. Morey named director of film syndication sales operations for Motion Pictures for Television Inc. in Chicago area. Previously, he was mid-western sales manager for Procktor-Television enterprises. **John W. McGuire** to Motion Pictures for Television as Central Division sales manager.

Bernard Nelson Mcchan, director of advertising and sales promotion, Spencer Inc., New Haven, to Transfilm Inc., N. Y., as sales manager.

Taylor Byars, technical director and chief cinematographer, Five Star Productions Inc., Hollywood, named general managing director.

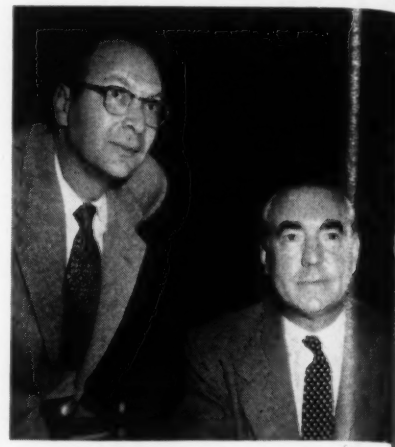
Mr. Byars

Len Firestone appointed national sales manager for Unity Television Corp. in re-alignment of sales staff. Other appointments: **Paul Diamond,** Eastern Division manager; **Vic Bikel,** South Central manager; **Bill Young,** North Central manager; **Noah Jacobs,** South Eastern manager; **Jerry Weisfeldt,** North Eastern manager; **Al Shepard,** East Central manager; **Sid Hirsch,** Mid-West manager, and **Sid Mayers,** station relations director.

Charles W. Alsup, formerly with Arrow Productions, and **Kyle Thomas,** formerly with Armed Forces Public Information Office, to Tom J. Corradine & Assoc., Hollywood film distributors, as sales representative for 11 Western states and assistant to **Mr. Corradine,** respectively.

Jack Drum, formerly sales representative with United Artists, to George Bagnall & Assoc., Beverly Hills, as Western sales representative.

Robert Stevenson signed by Jack Denove Productions Inc., Hollywood, to write and direct *Cavalcade of America* tv programs which Denove is producing for DuPont Co.



RALPH RADETSKY (l), newly appointed manager of news and public relations for KOA-AM-TV Denver [B•T, Oct. 19], confers with Don Searle, executive vice president and general manager of KOA Inc. Mr. Radetsky, who has been administrative assistant to Denver Mayor Quigg Newton and now also is secretary of KOA Inc., initiated a newscast 20 years ago that is still carried daily on KOA.

John Capsis, radio-tv department of Southwe Adv. Agency, Fort Worth, Tex., to On-Fi Inc., Princeton, N. J., as writer-director.

Ancil Payne, manager of Criterion Films In Seattle, named chairman of public informati effort for movies and television of Seattle-Ki County Chapter, American Red Cross. Cha man for radio is **Reg Miller,** KOMO Seatt public service manager. **William J. Marti** principal in agency of Martin & Tuttle, is cha man for advertising.

Manufacturers

H. Joseph Sarlin, New England regional sa manager for Allen B. DuMont Labs., appoint manager of Chicago factory distributorship company.

Robert F. Lewis, technical director of Prodel Inc., Kearny, N. J. (telephone and television a tennas and transmission lines), appointed vi president of company.

Mr. Campbell

James T. Campbell Trans World Air lines, appointed di trict sales engineer manager for Was ington, D. C., f Standard Electroni Corp., subsidiary o Claude Neon In He will serve cu tomers in Del., Va W. Va. and Md., addition to duti with FCC and con sultants in Washing ton.

William W. Garstang, works manager, ap pointed assistant vice president in charge o manufacturing, Television-Radio Division, Ra theon Mfg. Co., Chicago, and **Francis D. Ede** attorney in legal department, appointed admi istrative assistant vice president and genera manager of division.

Dr. Harvard L. Hull appointed vice presid

GATES

Your One Source

For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Telephone 8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N.W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	13th & Spring Streets	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Atlantic 9441

and general manager of research and development division of Capehart-Farnsworth Co., IT&T subsidiary. **Philo T. Farnsworth,** vice president and technical director, will continue to handle special research activities.

Representatives

Charles Cowling, national sales manager, KMPC Hollywood, adds duties as West Coast manager of Am Radio Sales Co. KMPC recently appointed firm as national sales representative.

Otis P. Williams of WOR-TV New York and previously sales manager of Video Pictures, N. Y., to N. Y. office of Free & Peters, national representatives, as television account executive.

Robert L. Brockman, member of ABC Spot Sales in Chicago, to sales staff of George W. Clark Inc., same city.

Services

Ralph L. Helmreich, operating vice president, Mountain States Tel. & Tel. Co., to Long Lines Dept., AT&T, as director of operations. He replaces **A. F. Jacobson,** who becomes assistant vice president, AT&T. Mr. Helmreich also becomes member of Long Lines board.

John J. McKenna, formerly director of public relations-publicity, McCann-Erickson, and with Benjamin Sonnenberg, to Vernon Pope, N. Y. public relations firm, as associate.

Mrs. Doris L. Selinger is president of Philadelphia Mail Survey Service for Broadcasters & Publishers, which has incorporated, and **Gerald F. Selinger,** vice president of Lee Ramsdell & Co., Phila., has been made vice president. **Bert C. Daikeler** becomes sales manager. **Helen S. Doberstein,** chief analyst, and **Myra J. Barry,** market analyst.

S. Neil Fujita, artist and designer and art director of N. W. Ayer & Son, Phila., appointed art director of Columbia Records, N. Y. **Albert Shulman,** manager of sales service for transcription division of Columbia Records, promoted to newly-created post of national sales manager of division.

Charles Neal, Beaumont & Hohman agency, Omaha, to creative department of Allen & Reynolds News Service, Omaha.

Col. Barney Oldfield, NATO armed forces publicist, U. S. Air Force, to Headquarters Air Defense, Colorado Springs, Colo., effective in Jan.

Owen (Jack) Safford, former sales representative for American Airlines, Washington, to McGeary-Smith Labs (motion picture lab for commercial and tv film), that city, as sales manager.

Program Services

Jack Feldmann, recently separated director of public relations, March Air Force Base, Calif., to Frank Oxarart Productions, Hollywood, as producer.

Trade Associations

Don DeFore, tv actor, and **Maurice Levy,** legal counsel, named to board of directors of Academy of Television Arts & Sciences, Hollywood.

Perry Winston, former NAB (NARTB) auditor, has opened office as certified public accountant in Arlington, Va.

For TV towers up to 3000 feet

Specify Emsco engineered "Towers of Strength"

Conservatively engineered, Emsco towers rigidly meet both RTMA and AISC standards. Their bolted construction permits quick, sure visual inspection. Hot dip galvanizing reduces maintenance costs... and insures long structural life.

Every Emsco tower design is *unconditionally guaranteed!*... backed by a pioneering experience of more than 25 years in steel tower fabrication... and by a staff of structural engineers who are specialists in tower design.

For guyed or self-supporting towers unequalled for safety . . . performance . . . and economy . . . specify Emsco. *Prompt delivery assured!*

EMSCO

TOWERS OF STRENGTH

EMSCO MANUFACTURING COMPANY

LOS ANGELES, CALIFORNIA

Houston, Texas • Garland, Texas

Wells To Be Eastern Crisler Representative

LINTON WELLS, executive vice president of WGHF (FM) New York and president of Air Music Inc. until he sold his interests in the two corporations to Muzak Corp. last year, has become an active partner and eastern representative of R. C. Crisler & Co., Cincinnati, brokers for radio-tv stations and newspapers. Richard C. Crisler, in making the announcement last week, said that Mr. Wells

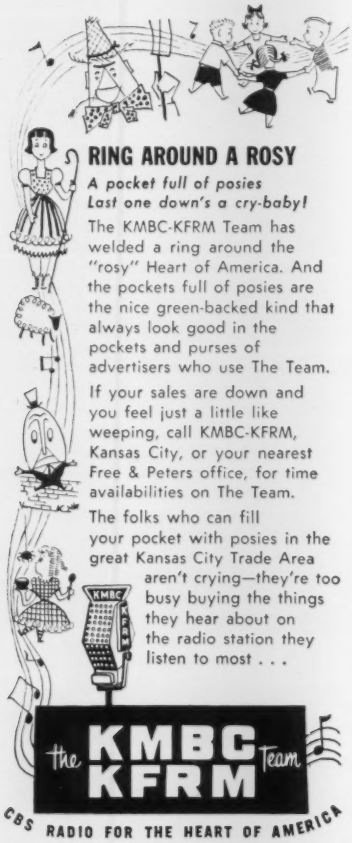
Mr. Wells

Mr. Crisler

will headquarter at 20 Church St., Greenwich, Conn.

Mr. Wells, author and foreign correspondent, joined NBC in 1937 as radio's first roving reporter for the *Magic Key of RCA* program. He served with CBS as analyst and commentator, leaving in 1942 to head a government mission in Africa for more than four years.

Mr. Crisler, who entered radio in 1947 as executive vice president of Transit Radio Inc. and later became president, organized R. C. Crisler & Co. in late 1951. As Transit Radio became increasingly inactive, Mr. Crisler expanded the brokerage business and established a permanent eastern representation office.


RING AROUND A ROSY
A pocket full of posies
Last one down's a cry-baby!
The KMBC-KFRM Team has welded a ring around the "rosy" Heart of America. And the pockets full of posies are the nice green-backed kind that always look good in the pockets and purses of advertisers who use The Team.
If your sales are down and you feel just a little like weeping, call KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for time availabilities on The Team.
The folks who can fill your pocket with posies in the great Kansas City Trade Area aren't crying—they're too busy buying the things they hear about on the radio station they listen to most . . .
KMBC
KFRM
the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

PERON TIGHTENS GRIP ON RADIO

Herbert Clark, B•T correspondent in Buenos Aires, herewith reports how the new Argentine laws are bringing the broadcast medium even further under government control.

THE PERON regime is today in the process of regimenting Argentine radio more directly into government service than it has been since 1947, with next Jan. 1 set up as target date for the re-grouping operation.

ARGENTINA

The "new order," made possible by congressional approval of the administration's Law to Regulate Radio Broadcasting Services, will have the incidental effect of precluding any possibility of establishing new stations, through a provision that radio shall be in the hands of four networks—one the government's own, the other three "private"—with all stations to be associated with one or the other of those networks.

The law stipulates in the first of its 26 articles that broadcasting is a public service, with the government empowered to authorize indidividuals to supply it under licenses awarded in public auction. The government is to call for bids on Jan. 1, award contracts 45 days later. All outstanding licenses lapsed with the passage of the law, though holders are to continue to operate their facilities until new owners are selected.

The law tacitly admits that all stations are now in official hands by making no provision for payment by new owners for existing installations: Congress may have assumed that the three existing networks would bid in their present contracts for the future, but the fate of non-network stations is ignored except by the implication that they will be assimilated into network broadcasting and probably moved to new spots under the stipulation that each of the approved networks "shall give nationwide coverage."

In addition to the original tender, successful bidders are to pay an annual contribution to the state, which not only has power to fix that fee, but to "increase the amount due whenever it sees fit." Funds accruing from both bids and the annual assessments are to be used to finance the Official Broadcasting Network and the Official International Broadcasting Service, both to remain in government hands.

20-Year Licenses

Licenses will be granted for twenty-year periods to "native Argentines or to firms in which all directors and technicians are native Argentines and 70% of capital is of native Argentine origin." Pessimistically admitting the possibility of future fallings-out, the law provides for "sanctions, not to exceed suspension for 30 days during which the network may be required to broadcast without commercial sponsorship" and "revocation of licenses, which shall not be grounds for any claims to redress."

Rather narrow limits are fixed for operations. "Services shall be so organized," the law says, "as to subordinate private interests to those of the Nation—social, cultural, economic and political."

Programming shall be so handled as to "ensure that each broadcast is a high exponent of culture, lifting the moral and intellectual level of the people, and contributing to the spiritual unity of the Nation in accord with the State program of education and public culture." Broadening of talent bases is guaranteed by the stipulation that programs shall be arranged "to ensure adequate participation by talent from the interior." The usual prohibition is appended, forbidding all shows "contravening laws of morals, inciting to treason, provoking public alarm, perturbing the economy or jeopardizing international relations."

Final twist repeals laws requiring stations to carry official programs to order "except for dispositions in that sense which may form part of the bids by which licenses are awarded." That phase of Peronista broadcasting thus goes on a free-will basis; bids may be expected to voluntarily offer a given amount of time for the free transmission of official programs, thus eliminating any future references to commandeering of time by decree.

Broadcasting was a private operation in Argentina until shortly after Peron's formal election to the presidency in 1946. Since that time the then owners have been bought out, usually under pressure. Ownership is still ostensibly private, though when it does not trace directly to the government it turns up in the hands of companies wholly owned by top-level Peronistas. An example is ALEA, a firm of which the late first lady Evita Peron was a founder and which now holds the Radio El Mundo chain through one subsidiary, the Radio Belgrano properties through another. The firm is now headed by Major Carlos Aloe, one of Peron's top-sergeant, later his executive secretary, now governor of Buenos Aires province.

'Pipe' Directional Antenna

A SPECIAL type of directional television antenna has been designed by RCA Victor Ltd., Montreal, for Canadian stations. Called the Wavestack, it is a self-supporting metal pipe which looks like a steam plant chimney. The pipe itself acts as a coaxial cable and connects at the top with two or more slots which are the driven elements. The stack can be built to any height for any power. It's use eliminates line power loss in transmission, costly transmission lines and a complex coaxial distribution harness and requires no de-icing equipment, the maker said. The first Wavestack is in use at CBOT (TV) Ottawa, and similar equipment has been ordered by CKLW-TV Windsor, CHCH-TV Hamilton, CJBR-TV Rimouski and CJCB-TV Sydney.

CANADA

Standardized Program Costs Sought by CAAA Committee

A JOINT RADIO and television committee to standardize rates, actors' fees and other expenses involved in radio-tv programming, was formed at the annual meeting of the Canadian Assn. of Advertising Agencies at Montreal in mid-October.

CANADA

The CAAA also decided on a public relations campaign to acquaint Canadians in general, and business firms in particular, with their work, and put into effect certain standards of practice in dealing with clients. It was planned to possibly start a "chair of advertising" at a Canadian university and to finance a number of advertising scholarships. A code of relationships between agencies and their clients formulated last year, is to be put into effect this year.

George C. Hammond, Montreal manager of Cockfield, Brown & Co., was elected president, succeeding Russell C. Ronalds of Ronalds Advertising Agency Ltd., Montreal. Vice presidents elected

U. S. Commercial Radio Is Coming to Guam

PLANNING the only American commercial broadcasting station in the Far East, KUAM Agana, Guam, "The Voice of the South Pacific," has both its compensations and headaches for Harry Engel, president of Radio Guam, licensee, who hopes to start operation shortly after Jan. 1.

GUAM

He points out KUAM will be the only commercial station in Guam, which has a current population of slightly less than 100,000 and a fantastic birth rate, 25,000 radios (not including car radios), 15,000 automobiles and retail sales last year of approximately $75 million.

Support for the new station, farthest under jurisdiction of the FCC, has come from civic, religious and military leaders, including the bishop of predominately Catholic Guam, leading merchants and military and naval authorities.

But Mr. Engel, who is also president and general manager of KVEN Ventura, Calif., and heads his own station representative firm, has problems as well. In locating his station site, it had to be approved by the Civil Aeronautics Authority and the commanders of the Naval Air and Air Force stations. The property had to be near utilities. Guamanian heirs to the property, all of whose consent was needed, had to be tracked down all over the world. Finally, approval of island military and naval commanders was required.

Programming also promises to be somewhat of a headache, including how to squeeze in something for everyone in an 18-hour broadcast day. "I can't go heavy on anything," Mr. Engel says. "I've got to keep everyone happy."

Present plans call for close cooperation with the networks, wherever possible, but local programming, especially public service campaigns, are practically a must in a one-station locality, Mr. Engel feels. Included is a drive to cut traffic fatalities, as high proportionately as the mainland U. S. Typhoon warnings, public health broadcasts and round table discussions of local village commissioners also are to be heard, as well as programs in Chamorro, native Guamanian tongue, and Tagalog for the island's Filipino population.

Commercially, nearly all national brands of foods, drugs, automobiles and other products are on Guam, with local representatives eager to use radio advertising. Mr. Engel must work out programming to satisfy them, timewise. He admits being pressed by advertisers and agencies, but adds, "I'm cautious about making commitments until actual operations and the overall program structure is determined."

Key station personnel will be brought from the U. S., Mr. Engel says. Others, including engineers, announcers and newscasters, will be hired locally.

were Mark Napier, J. Walter Thompson Co., Toronto, and H. E. Smith, Stevenson & Scott Ltd., Montreal. W. H. Reid, Spitzer & Mills Ltd., Toronto, was elected secretary-treasurer. Alex Miller was re-appointed manager, with offices at Toronto.

CBC, News Guild Sign Pact

CANADIAN Broadcasting Corp. and the American Newspaper Guild have signed an agreement covering some 60 newsroom employes in both radio and tv, following almost a year of negotiations.

CANADA

The CBC-ANG agreement provides for a general wage adjustment, 40-hour workweek, improvement in holiday pay, night shift differential, overtime pay, modified form of union security, paid vacations and sick leave, and provisions relating to jurisdiction, seniority and grievance procedure. Al Ouimet, CBC general manager, and H. Bramah, CBC treasurer, signed for the CBC, with L. H. Chambers and S. D. LeMyre signing for Canadian Wire Services Guild, Local 213, ANG.

WRTA

Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

New Zealand Tv Backers Balk at 'Wait' Policy

SOME manufacturers in New Zealand feel introduction of the proposed 405-line monochrome television service to that country should not be delayed despite a government "wait awhile" policy announced Sept. 30 by R. M. Algie, minister in charge of broadcasting.

NEW ZEALAND

Mr. Algie, also chairman of a special committee which studied the possibility of establishing tv, said on Sept. 30 that the government did not feel it wise to enter into "any firm commitments at the present time," and did not view "sponsored television" with favor. He also indicated the proposed system might soon become obsolete because of rapidly changing tv development.

A New Zealand spokesman for private tv enterprise said there is a "strong and influential" movement in New Zealand to make a fresh start in tv and depart from "the 17-year-old pattern of state-owned commercial and [predominantly] non-commercial broadcasting." Although the subject is a "hot one," he said, the government probably would take notice if a strong case could be sustained for "free enterprise tv alongside a non-commercial state network."

Canadian Tv Set Sales

SEPTEMBER sales of television sets in Canada totaled 42,640 units valued at $17,001,796, bringing total sales during 1953 to 199,376 units valued at $81,931,702. The Radio-Television Mfrs. Assn. of Canada reports that its projected production for the next three months is to be 142,285 sets. Close to half the sets sold in Canada in 1953 were sold in the Toronto-Hamilton-Niagara Falls area (89,356 units); about one-third of the sets (60,502 units) were sold in the Montreal area; 16,042 sets were sold in the Ottawa area, and 13,462 in the region close to Windsor (opposite Detroit).

CANADA

a complete

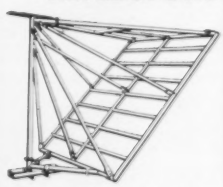
THE WHOLE JOB *Wrapped Up*

From coast to coast you will find installations where TOWER'S "Package" service is paying off. We manufacture the tower and erect it—handle your job from the planning stage on through complete maintenance service.

A NEW HEAVY DUTY 600 FT. TV TOWER

Guyed type . . . heavy legs and braces . . . designed for 100 MPH wind and one-half inch ice load . . . hot dipped galvanized or shop coat of primer undercoat . . . supports all types of television antennas and coaxial feed line or wave guide . . . complete erection by experienced crews.

MICROWAVE TOWERS AND REFLECTORS



TOWER is a pioneer in Microwave towers and Microwave reflectors. We are manufacturers of famous Microwave passive reflectors used by the U. S Government, Bell Telephone System and leading manufacturers . . . TOWER reflectors are used widely by TV stations to direct microwave signal from studio to transmitter. We invite you to check with our satisfied customers.

Tops in Towers

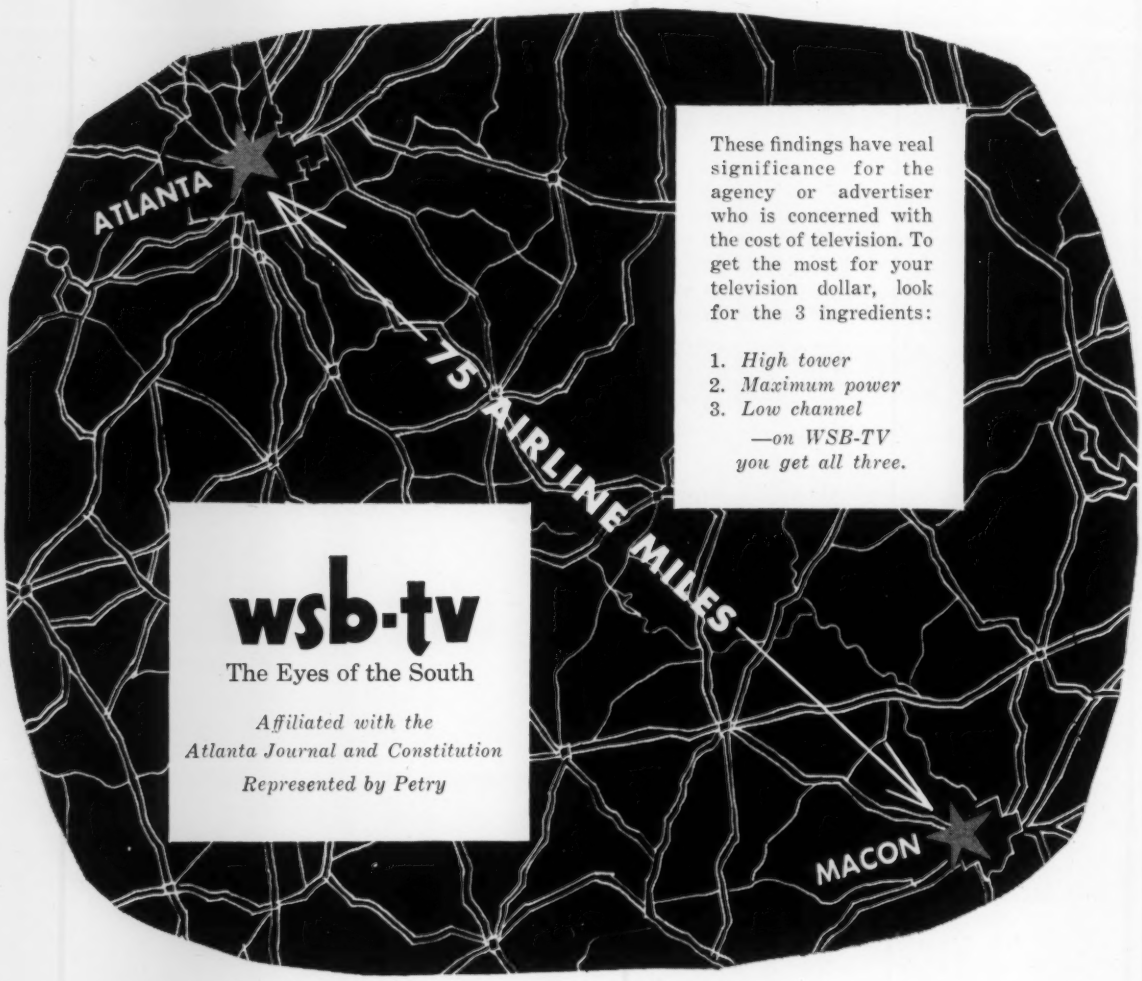
TOWER
Construction Co.
SIOUX CITY, IOWA

Atlanta's **WSB-TV**
... truly a great AREA station

The audience impact of the recent world series afforded an unusual opportunity to measure station preferences in the great area served by WSB-TV. Selected for the measurement was a city which provided a rest test—Macon, Georgia, 75 miles airline from the 1062-ft. WSB-TV tower.

There are two television stations in Macon, one of which was carrying the World Series, as was WSB-TV. The American Research Bureau did the measurement. Here is what they found in Macon:

Sept. 30 — 1:00 to 3:00 P. M.		**Oct. 3 — 1:00 to 3:00 P. M.**	
Sets in use 48.0%		*Sets in use 58.7%*	
WSB-TV	**26.9**	**WSB-TV**	**37.9**
Station B (Macon)	**14.5**	**Station B (Macon)**	**13.4**
Station C (Macon)	**5.4**	**Station C (Macon)**	**6.3**
Station D (Atlanta)	**1.2**	**Station D (Atlanta)**	**1.1**



These findings have real significance for the agency or advertiser who is concerned with the cost of television. To get the most for your television dollar, look for the 3 ingredients:

1. *High tower*
2. *Maximum power*
3. *Low channel*

—on WSB-TV you get all three.

wsb-tv

The Eyes of the South

Affiliated with the Atlanta Journal and Constitution

Represented by Petry

TELESTATUS®

Nov. 2, 1953

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	184,300	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	39,900
Montgomery	WCOV-TV (20)	.....	16,300
ARIZONA			
Mesa	KTYL-TV (12)	71,500	.....
Phoenix	KOOL (10)		
	KOY-TV (10)		
	KPHO-TV (5)	71,500	.....
Tucson	KOPO-TV (13)	.....	.....
	KVOA-TV (4)	16,150	.....
Yuma	KIVA (11)	.....	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	.....
Little Rock	KRTV (17)	.....	30,000
CALIFORNIA			
Bakersfield	KERO-TV (10)	51,661	.....
	KAFY-TV (29)	.....	25,000
Chico	KHSL-TV (12)	26,402	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO (47)	.....	.....
	KMJ-TV (24)	.....	49,629
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,681,073	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	.....	.....
Sacramento	KCCC-TV (40)	.....	.....
Salinas	KSBW-TV (8)	180,506	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	780,000	.....
	KVEC-TV (6)	.....	.....
Santa Barbara	KEYT (3)	371,332	.....
COLORADO			
Colorado Springs	KKTV (11)	32,315	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)	164,750	.....
Pueblo	KCSJ-TV (5)	30,000	.....
	KDZA-TV (3)	35,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	35,479
New Britain	WKNB-TV (30)	.....	90,411
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53)	.....	81,000
DELAWARE			
Wilmington	WDEL-TV (12)	155,322	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)		
	WNBW (4)		
	WTOP-TV (9)		
	WTTG (5)	477,143	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV (23)	.....	85,926
Jacksonville	WMBR-TV (4)	175,000	.....
Miami	WTVJ (4)	193,500	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	39,000
West Palm Beach	WIRK-TV (21)	.....	15,501
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (8)		
	WSB-TV (2)	330,000	.....
Columbus	WDAK-TV (28)	.....	12,500
Macon	WMAZ-TV (13)	50,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	10,900	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville	WTVI (54)	.....	127,000
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,575,000	.....
Decatur	WTVP (17)	.....	86,700
Peoria	WEEK-TV (43)	.....	89,127
	WTVH-TV (19)	.....	87,000
Quincy	WGEM-TV (10)	27,200	.....
	KHQA (see Hannibal, Mo.)		
Rockford	WREX-TV (13)	133,854	.....
	WTVO (39)	.....	49,000
Rock Island Springfield	WHBF-TV (4)	217,000	.....
	WICS (TV) (20)	.....	.....
INDIANA			
Bloomington	WTTV (10)	276,000	.....
Indianapolis	WFBM-TV (6)	399,000	.....
Lafayette	WFAM-TV (59)	.....	30,600
Muncie	WLBC-TV (49)	.....	37,300
South Bend	WSBT-TV (34)	.....	78,155
IOWA			
Ames	WOI-TV (5)	142,085	.....
Cedar Rapids	KCRI-TV (9)		
	WMT-TV (2)	185,000	.....
Davenport	WOC-TV (5)	215,000	.....
Fort Dodge	KQTV (21)	.....	.....
Sioux City	KVTV (9)	64,015	.....
KANSAS			
Hutchinson	KTVH (12)	57,639	.....
Wichita	KEDD (16)	.....	32,026
KENTUCKY			
Henderson	WEHT (50)	.....	20,240
Louisville	WAVE-TV (3)	302,251	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	.....
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	32,000
Monroe	KNOE-TV (8)	70,000	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	210,076	.....
MAINE			
Bangor	WABI-TV (5)	39,750	.....
Portland	WPMT (53)	.....	19,000
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	502,863	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,103,507	.....
Cambridge	WTAO-TV (56)	.....	63,700
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	75,000
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	12,300
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)		
	WWJ-TV (4)		
	WXYZ-TV (7)	1,128,632	.....
Flint	WTAC-TV (16)	.....	.....
Grand Rapids	WOOD-TV (7)	259,987	.....
Kalamazoo	WKZO-TV (3)	310,900	.....
Lansing	WJIM-TV (6)	231,000	.....
	WILS-TV (54)	.....	17,000
Saginaw	WKNX-TV (57)	.....	46,325
MINNESOTA			
Austin	KMMT (6)	59,546	.....
Duluth	WFTV (38)	.....	32,784
Minneapolis	WCCO-TV (4)		
	WTCN-TV (11)	401,200	.....
St. Paul	KSTP-TV (5)	401,200	.....
	WMIN-TV (11)	395,220	.....
Rochester	KROC-TV (10)	43,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	24,103
Meridian	WTOK-TV (11)	11,000	.....
MISSOURI			
Hannibal	KHQA-TV (7)	70,000	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	323,352	.....
	KCTY (25)	.....	41,952
St. Joseph	KFEQ-TV (2)	75,439	.....
St. Louis	KSD-TV (5)	534,500	.....
	KSTM-TV (36)	.....	128,000
	WTVI (See Belleville, Ill.)		
Springfield	KTTS-TV (10)	28,817	.....
	KYTV (3)		
MONTANA			
Butte	KOPR-TV (4)		
	KXLF-TV (6)	.....	.....

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

300,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why

KRLD-TV

is your best buy

Channel 4 Represented by

The BRANHAM Company

ROPED... HOG-TIED and BRANDED

KROD-TV "ropes" more viewers because our full-power transmitter with mountain-top location gives the greatest coverage. We "hog-tie" more viewers because we give them top-rated programs both locally and nationally.

Why don't you "brand" them with your brand by taking availabilities on KROD-TV?

YOU'LL SELL MORE ON CHANNEL 4

Let a BRANHAM MAN help you select choice availabilities and give you complete details on EL PASO—the IDEAL Test Market.

KROD-TV is affiliated with KROD—600—CBS—5000 watts and the El Paso Times

KROD-TV
CHANNEL 4 • EL PASO, TEXAS

Roderick Broadcasting Corp.
Dorrance D. Roderick
Chairman of Board
Val Lawrence, Pres. & Gen. Mgr. — Dick Watts, Gen. Sales Mgr.
The BRANHAM Co., National Representative

THE NEW KEY TO *Pittsburgh's $2¼ Billion Market*

PA PITT'S PREFERENCE

WKJF-TV
Channel 53
PITTSBURGH

NOW ON THE AIR WITH OUTSTANDING NBC SHOWS...

Kraft TV Theatre • Dennis Day Show of Shows • TV Playhouse Mr. Peepers • My Little Margie Bob Hope • Milton Berle . . . and many others!

WKJF-TV
Channel 53
PITTSBURGH

Pittsburgh's Pioneer UHF Television Station

National Representatives:
WEED TELEVISION

FOR THE RECORD

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
NEBRASKA			
Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	62,834	.....
Omaha	KMTV (3),		
	WOW-TV (6)	206,907	.....
NEVADA			
Las Vegas	KLAS-TV (8)	8,700	.....
Reno	KZTV (8)	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	14,872
Newark	WATV (13)	3,520,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)		
	KOAT-TV (7)		
	KOB-TV (4)	31,533	.....
Roswell	KSWS-TV (8)	10,176	.....
NEW YORK			
Albany	WROW-TV (41)	.....	50,000
Binghamton	WNBF-TV (12)	155,000	.....
Buffalo	WBEN-TV (4)	.....	53,667
	WBES-TV (59)		
	WBUF-TV (17)		
Elmira	WECT (18)	.....	14,926
	WTVE (24)	.....	12,000
New York	WABC-TV (7)		
	WABD (5)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,101,000	.....
Rochester	WHAM-TV (6)	190,000	.....
Schenectady	WRGB (6)	284,700	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	262,070	.....
Utica	WKTV (13)	125,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	16,000
Charlotte	WBTV (3)	348,150	.....
Greensboro	WFMY-TV (2)	184,379	.....
Raleigh	WNAO-TV (28)	.....	31,200
Winston-Salem	WSJS-TV(12)	141,140	.....
	WTOB-TV (26)	.....	.....
NORTH DAKOTA			
Fargo	WDAY-TV (6)	.....	.....
Minot	KCJB-TV (13)	11,654	.....
OHIO			
Akron	WAKR-TV (49)	.....	26,121
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	435,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (9)	797,492	.....
Columbus	WBNS-TV (10)		
	WLWC (4)		
	WTVN (6)	306,950	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
Lima	WLOK-TV (73)	.....	12,497
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	80,510
Zanesville	WHIZ-TV (50)	.....	10,936
OKLAHOMA			
Lawton	KSWO-TV (7)	32,140	.....
Okla. City	WKY-TV (4)	232,310	.....
	KTVQ (25)	.....	.....
Tulsa	KOTV (6)	156,325	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	125,000	.....
	KPTV (27)	.....	113,711
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	34,278
Chambersburg	WCHA-TV (46)	.....	.....
Easton	WGLV (57)	.....	41,343
Erie	WICU (12)	198,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	78,300
Johnstown	WJAC-TV (6)	691,045	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	237,428	.....
Lebanon	WLBR-TV (15)	.....	.....
New Castle	WKST-TV (45)	.....	68,300
Philadelphia	WCAU-TV (10)	1,747,984	.....
	WFIL-TV (6)	1,597,057	.....
	WPTZ (3)	1,681,876	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)		
	WKJF-TV (53)	.....	100,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	127,350
Scranton	WGBI-TV (22)	.....	75,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	106,000
York	WSBA-TV (43)	.....	65,100

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
RHODE ISLAND			
Providence	WJAR-TV (10)	1,073,000	.....
SOUTH CAROLINA			
Charleston	WCSC-TV (5)	35,000	.....
Columbia	WCOS-TV (25)	.....	29,310
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	28,100
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	39,752	.....
TENNESSEE			
Knoxville	WROL-TV (6)	29,429	.....
	WTSK (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	218,200	.....
Nashville	WSM-TV (4)	125,533	.....
TEXAS			
Abilene	KRBC-TV (9)	12,680	.....
Amarillo	KFDA-TV (10),		
	KGNC-TV (4)	33,277	.....
Austin	KTBC-TV (7)	45,733	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	300,000	.....
El Paso	KROD-TV (4)	31,993	.....
	KTSM-TV (9)	30,788	.....
Ft. Worth	WBAP-TV (5)	279,423	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	.....	22,500
Houston	KPRC-TV (2),		
	KUHT (8)	276,000	.....
	KNUZ-TV (39)	.....	27,900
Longview	KTVE (32)		
Lubbock	KCBD-TV		
	KDUB-TV (13)	34,225	.....
San Angelo	KTXL-TV (8)	14,077	.....
San Antonio	KEYL (5),		
	WOAI-TV (4)	163,725	.....
Texarkana	KCMC-TV (6)	36,689	.....
Tyler	KETX (19)	.....	.....
Waco	KANG-TV (34)	.....	.....
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	41,250	.....
UTAH			
Salt Lake City	KDYL-TV (4),		
	KSL-TV (5)	139,600	.....
VIRGINIA			
Hampton	WVEC-TV (15)	.....	44,000
Harrisonburg	WSVA-TV (3)	.....	.....
Lynchburg	WLVA-TV (13)	82,845	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	199,620	.....
Richmond	WTVR (6)	174,182	.....
Roanoke	WSLS-TV (10)	91,600	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	29,757	.....
Seattle	KING-TV (5)	294,000	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	39,634	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	294,100	.....
Yakima	KIMA-TV (27)	.....	6,000
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	13,500
Huntington	WSAZ-TV (3)	227,132	.....
Parkersburg	WTAP (15)	.....	.....
Wheeling	WTRF-TV (7)	445,190	.....
WISCONSIN			
Green Bay	WBAY-TV (2)	88,257	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	22,000
Milwaukee	WTMJ-TV (4)	589,134	.....
	WCAN-TV (25)	.....	144,000
	WOKY-TV (19)	.....	125,000
Oshkosh	WOSH-TV (48)	.....	8,500
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	35,000	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego, Calif.)	XETV (6)	211,920	.....

Total Stations on Air 302*

Total Cities with Stations on Air 197*

Total Sets in Use 27,417,000

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.

(a) Figure does not include 177,486 sets which stations reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1953.

WATCH KOLN-TV GROW IN LINCOLN-LAND

THE OTHER BIG MARKET IN NEBRASKA!

AM – TV – FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

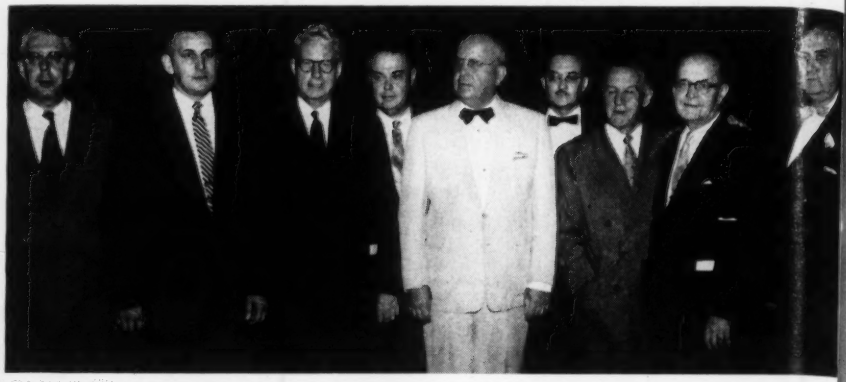
Rep. Capper Publications, Inc.

WLW-A

Atlanta's only TV station with C.S.D.*

Buy where you get the most!

*CLIENT SERVICE DEPARTMENT



WHEN WILK-TV Wilkes-Barre Pa., went on the air last month on ch. 34 these dignitaries attended ceremonies (l to r): Thomas P. Shelburne, managing director, WILK-TV; attorney Joseph Saporito, mayor of Pittston; Frank Hanlon, mayor of Scranton; attorney Mitchell P. Jenkins, president of Wyoming Valley Broadcasting Co. (licensee) and former Congressman; Gov. John S. Fine of Pennsylvania; Roy E. Morgan, executive vice president, WILK-AM-TV; Luther M. Kniffen, mayor of Wilkes-Barre; attorney Leon Schwartz, chairman of the state Public Utilities Commission and director in the licensee, and Clifford Harmon, mayor of Williamsport.

UPCOMING

Nov. 1-7: National Radio & Television Week.

Nov. 2: North Carolina Broadcasters Assn., meeting, Asheville.

Nov. 2: National Assn. of Radio Farm Directors, Sales Clinic, Hotel Commodore, New York.

Nov. 2-3: Central Canada Broadcasters Assn., annual meeting, Royal York Hotel, Toronto.

Nov. 2-6: Amer. Institute of Electrical Engineers, fall meeting, Hotel Muehlebach, Kansas City, Mo.

Nov. 3: RCA-NBC color tv demonstration for press and industry, Television Center, Burbank, Calif.

Nov. 4: Mutual Affiliates Advisory Committee meeting to consider affiliation plan, Astor Hotel, New York.

Nov. 4-5: NARTB Dist. 1, Somerset Hotel, Boston.

Nov. 5: Upper Midwest Sales Conference, Hotel Radisson, Minneapolis.

Nov. 5-6: Ohio Assn. of Radio-Tv Broadcasters, meeting, Neil House, Columbus.

Nov. 5-6: North Carolina Assn. of Broadcasters, fall meeting, George Vanderbilt, Asheville.

Nov. 9-10: New Jersey Broadcasters Assn., fall meeting, Hildebrecht Hotel, Trenton.

Nov. 12-13: Professional Group on Vehicular Communications of the Institute of Radio Engineers, annual meeting, Somerset Hotel, Boston.

Nov. 13: AAAA's Southeast Chapter, annual meeting, Kinkler-Plaza Hotel, Atlanta, Ga.

Nov. 17-19: Radio-Electronics-tv Mfrs. Assn. fall meeting, Palmer House, Chicago.

Nov. 19-20: Louisiana Assn. of Broadcasters, election of officers, Captain Shreve Hotel, Shreveport.

Nov. 20: Southwest Sub-Section, Society of Motion Picture & Television Engineers (Ark., La., Tex., Okla.), Fort Worth.

Nov. 20-22: Midwestern Advertising Agency Network, quarterly meeting, Sheraton Hotel, Chicago.

Nov. 23-24: AAAA's annual Eastern Conference, Hotel Roosevelt, New York.

Dec. 7: FTC hearing on proposed trade practice rules for radio-tv industry, 10 a.m., FTC Bldg., Washington.

Dec. 10: Supreme Court to hear Oral Argument on FCC's "giveaway" regulations, Washington.

Dec. 11: Authors League of America, Screen Writers Guild, joint meeting to merge organizations, New York.

Jan. 6: Second session of 83d Congress begins.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.

Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.

Feb. 14-20: Advertising Recognition Week.

Feb. 19-21: Democracy Workshop, sponsored by NARTB, RETMA, U. S. Jr. Chamber of Commerce, Williamsburg, Va.

Feb. 21-28: Brotherhood Week.

April 22-25: American Women in Radio and Television, annual convention, Kansas City, Mo.

April 24: Spring Technical Conference, sponsored by Cincinnati section, Institute of Radio Engineers, Cincinnati.

April 28: Brand Names Day.

SPECIAL LISTING

Nov. 12: NARTB Convention Committee, Palmer House, Chicago.

Nov. 13: NARTB Membership Committee, Palmer House, Chicago.

Nov. 16-17: NARTB Copyright Committee, NARTB Headquarters, Washington.

Nov. 20: NARTB TV Labor Advisory Committee, Waldorf-Astoria, New York.

Nov. 23-24: NARTB Sports Committee, Waldorf-Astoria, New York.

AT OPENING ceremonies for WILS-TV Lansing, Mich., on uhf ch. 54, were (l to r): John Pomeroy, WILS-TV chief engineer; James Keachie, RCA, and W. A. Pomeroy, WILS-TV president-general maanger. Note "54" neckties.

GET TEXAS MONEY!

Over Half Million Dollars a-day from our East Texas Oil Fields

KFRO

Voice of Longview

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS page 101

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, WJLN-TV (48), 12/10/52—Unknown.
Birmingham, WSGN-TV (42), 12/18/52—Unknown.
Decatur, WMSL-TV (23), 12/26/53-2/1/54.
Montgomery, Montgomery Bcstg. Co. (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, KARK-TV (4), 6/18/53-2/1/54, Petry.
Little Rock, KETV (TV) (23), 10/30/53—Unknown.
Pine Bluff, KATV (TV) (7), 6/18/53-12/1/53, Avery-Knodel.

CALIFORNIA

Berkeley-San Francisco, KQED (TV) (*9), 7/24/53-January '54.
Corona, KOWL Bcstg. Co. (52), 9/16/53—Unknown.
Fresno, KCAF (TV) (53), 8/12/53—Unknown.
Los Angeles, KPIK (TV) (22), 12/10/52-Late '53.
Merced, Merced Tv Corp. (34), 9/16/53—Unknown.
Sacramento, KBIC (TV) (46), 6/26/53-Fall '53.
Salinas, KICU (TV) (28), 1/15/53-Fall '53.
San Bernardino, KITO-TV (18), 11/6/52-Fall '53, Hollingbery.
San Bernardino, Orange Belt Telecasters (30), Initial decision 9/18/53.
San Francisco KBAY-TV (20), 3/11/53-Nov. '53 (granted STA Sept. 15).
San Francisco, KSAN-TV (32), 4/29/53-Jan. 54, McGillvra.
San Jose, KVIE (TV) (48), 6/17/53-Oct. 54.
Stockton, KTVU (TV) (36), 1/8/53-11/7/53, Hollingbery.
Tulare-Fresno, KCOK-TV (27), 4/2/53-11/9/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, KAGR-TV (52), 3/11/53—Unknown.

COLORADO

Denver, KDEN (TV) (26), 7/11/52—Unknown.
Denver, KIRV (TV) (20), 9/18/52—Unknown.
Denver, KOA-TV (4), 9/9/53-12/25/53, NBC, Petry.
Denver, KRMA-TV (*6), 7/1/53—1954.
Grand Junction, KFXJ-TV (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, WCTB (TV) (*71), 1/29/53—Unknown.
Bridgeport, WSJL (TV) (49), 8/14/52—Unknown.
Hartford, General Times Tv Corp. (18), 10/21/53—Unknown.
Hartford, WEDH (TV) (*24), 1/29/53—Unknown.
New Haven, WELI-TV (59), 6/24/53—Summer '54, H-R Television.
New London, WNLC-TV (26), 12/31/52-Dec. '53—Headley-Reed TV.
Norwich, WCTN (TV) (*63), 1/29/53—Unknown.
Stamford, WSTF (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, WHRN (TV) (40), 3/11/53—Unknown.
Wilmington, Delaware Bcstg. Co. (83), 10/14/53—Unknown.

FLORIDA

Fort Lauderdale, WITV (TV) (17), 7/31/52-11/30/53, DuM, Taylor.
Fort Myers, WINK (TV) (11) 3/11/53-Dec. '53—Weed Tv.
Jacksonville, WJHP-TV (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, WOBS-TV (30), 8/12/53-Early '54.
Lakeland, WOTV (TV) (16), 12/31/52—Unknown.
Orlando, Orlando Bcstg. Co. (6), 10/14/53-Apr. '54, CBS, Blair-Tv.
Panama City, WJDM (TV) (7), 3/11/53-11/15/53, ABC, Hollingbery.
Pensacola, WEAR-TV (3), 6/3/53-12/1/53, CBS, Hollingbery.
Tampa, WFLA-TV (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.

GEORGIA

Atlanta, WQXI-TV (36), Initial Decision 10/15/53.
Augusta, WJBF-TV (6), 9/16/53-11/26/53, ABC, NBC, Hollingbery (granted STA Sept. 18).
Augusta, WRDW-TV (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Columbus, WRBL-TV (4), 8/27/53-11/15/53, Hollingbery.
Savannah, WTOC-TV (11), 6/26/53-3/1/54, CBS, Katz.
Valdosta, WGOV-TV (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, KBOI (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Boise, KTVI (TV) (9), 1/15/53-October '54, ABC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Idaho Falls, KID-TV (3), 2/26/53—Unknown, CBS.
Idaho Falls, KIFT (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, KBOI (TV) (2), 5/14/53-11/27/53 (granted STA Sept. 29).
Nampa, KFXD-TV (6), 3/11/53—Unknown, Hollingbery.
Pocatello, KISJ (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, KLIX-TV (11), 3/19/53-5/1/54, ABC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ILLINOIS

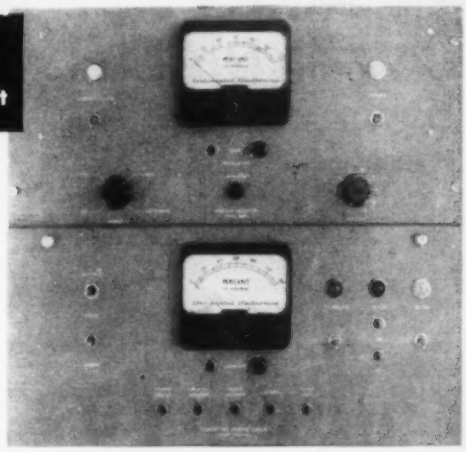
Champaign, WCIA (TV) (3), 2/26/53-11/7/53, Hollingbery.
Champaign, WCUI (TV) (21), 7/22/53—Unknown.
Chicago, WHFC-TV (26), 1/8/53—Unknown.
Chicago, WIND-TV (20), 3/19/53—Unknown.
Danville, WDAN-TV (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, WTLE (TV) (32), 8/12/53—Unknown.
Harrisburg, WSIL-TV (22), 3/11/53-Nov. '53.
Joliet, WJOL-TV (48), 8/21/53-Unknown.

INDIANA

Elkhart, WSJV (TV) (52), 6/3/53—Unknown.
Evansville, WFIE (TV) (62), 6/10/53-11/15/53, Taylor (granted STA Aug. 6).
Fort Wayne, Anthony Wayne Bcstg. (69), Initial Decision 10/27/53.

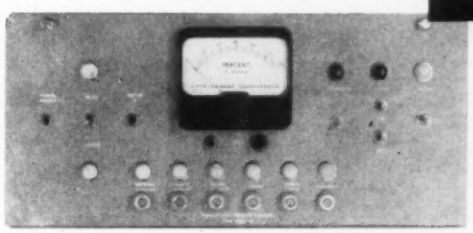
For Reliability of Remote Control Operation... Specify a *Continental* Installation

STUDIO ASSEMBLY
Type MR-1 Receiver . . . and
Type TRC-S1 Remote Control Unit



You can perform all operating, metering and monitoring functions right at the studio with this dependable Continental Equipment. Besides being moderate in price, this convenient Remote Control System will pay for itself many times over by greatly reducing AM and FM operating costs. Even the smallest station will find this equipment well within its budget.

Type TRC-T1 Transmitter Control Unit installed at Transmitter Location



Outstanding Features

- SIMPLIFIED OPERATION with no telephone dials or charts.
- FILAMENT AND PLATE CONTROL by a toggle switch and PLATE OFF and ON buttons. Supervisory lights show transmitter condition. Time delay protects rectifier filaments.
- OVERLOAD INDICATION by supervisory light operated by a return signal from the transmitter.
- MONITOR RECEIVER feeds modulation and frequency monitors; indicates field intensity; sounds alarm if transmitter fails.

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Serving the GREATER PITTSBURGH Metropolitan Area...
NATIONAL REP.
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Channel 3
100 kw

The Only Low-Band
V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate
WSYR-TV

FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Fort Wayne, **WKJG-TV** (33), 5/22/53-11/15/53, NBC, Raymer.
Indianapolis, WJRE (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Unknown.
Marion, WMRI-TV (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-11/15/53, Walker.
Terre Haute, Wabash Valley Bcstg. Corp. (10), 10/7/53—Unknown.
Waterloo, **WINT** (TV) (15), 4/6/53-12/15/53.

IOWA

Cedar Rapids, **KEYC** (TV) (20), 7/30/53-Unknown.
Davenport, KDIO (TV) (36), 3/11/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53-11/11/53, Hollingbery.
Mason City, **Lee Radio Inc.** (3), 10/14/53-Summer '54, Weed Tv.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.
Waterloo, **KWWL-TV** (7), 9/2/53-11/26/53, NBC, DuM, Headley-Reed.

KANSAS

Manhattan, KSAC-TV (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-11/15/53, NBC, CBS, DuM, Katz.
Topeka, **Alf M. Landon** (42), Initial Decision 10/6/53.
Topeka, **WIBW-TV** (13), 6/3/53-11/15/53, CBS, Capper Sales (granted STA Sept. 22).

KENTUCKY

Ashland, WPTV (TV) (59), 8/14/52—Summer '53.
Louisville, **WLOU-TV** (41), 1/15/53-Spring '54.
Paducah, **Paducah Tv Corp.** (43), 9/16/53—Unknown.
Richmond, WBGT (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, KSPJ (TV) (62), 4/2/53—Unknown.
Baton Rouge, KHTV (TV) (40), 12/18/52—Unknown.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KTAG** (TV) (25), 12/18/52-11/15/53, CBS, ABC, DuM, Adam Young.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, WCNO-TV (32), 4/2/53-1/1/54.
New Orleans, WTLO (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA** (TV) (12), 9/19/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53-12/1/53, Everett-McKinney (N. Y.), Kettell-Carter (Boston) (tests due Nov. 15).
Poland, WMTW (TV) (8), 7/8/53-4/1/54.
Portland, **WCHS-TV** (6), 7/30/53-12/20/53, NBC, Weed Tv.

MARYLAND

Baltimore, WITH-TV (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-12/25/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, WGBH-TV (*2), 7/16/53-10/1/54.
Boston, **WJDW** (TV) (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53—Unknown.
Fall River, **WSEE-TV** (46) 9/14/52—Unknown.
Lawrence, **WGLM** (TV) (72), 6/10/53—Unknown.
New Bedford, **WTEV** (TV) (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-12/25/53, Walker.
Worcester, **WAAB-TV** (20), 8/12/53-Spring '54, Hollingbery.
Worcester, **WWOR-TV** (14), 6/18/53-11/15/53, Raymer.

MICHIGAN

Bay City, **WNEM-TV** (5), 9/2/53—Fall '53.
Battle Creek, **WBCK-TV** (58), 11/20/52-January '54, Headley-Reed.
Benton Harbor, WHFB-TV (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54, CBS, ABC, DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), Initial Decision 10/12/53.
East Lansing, WKAR-TV (*60), 10/16/52-1/1/54.
Flint, WCTF (TV) (28), 7/11/52-Unknown.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Jackson, WIBM-TV (48), 11/20/52-12/8/53, Forjoe.
Muskegon, WTVM (TV) (35), 12/23/52—Unknown.
Saginaw, Booth Radio & Tv Stations Inc. (51), Initial Decision 9/29/53.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MINNESOTA

St. Cloud, **WJON-TV** (7), 1/23/53-Nov. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, WCBI-TV (28), 3/11/53—Unknown.
Gulfport, WGCM-TV (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed Tv.
Jackson, **WJDT** (TV) (3), 8/27/53-12/15/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52-11/15/53 (tests Oct. 29).

MISSOURI

Cape Girardeau, **Hirsch Bcstg. Co.** (12), 10/14/53-Unknown.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, KFUO-TV (30), 2/3/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-12/15/53, ABC, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-Nov. '53.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown (granted Aug. 12).
St. Louis, WIL-TV (42), 2/12/53—Late '53.
Sedalia, KDRO-TV (6), 2/26/53-1/1/54.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-11/9/53, CBS, (granted STA Aug. 11).
Billings, **KRHT** (TV) (8), 1/15/53-Fall '53.
Great Falls, **KFBB-TV** (5), 1/15/53-Nov. '53, CBS, Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-11/13/53, CBS, Meeker.

NEW HAMPSHIRE

Keene, WKNE-TV (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/1/54.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Dec. '53.
Atlantic City, WOCN (TV) (52), 1/8/53—Unknown.
New Brunswick, WDHN (TV) (47), 4/2/53—Unknown.
New Brunswick, WTLV (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Santa Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, WQTV (TV) (*46), 8/14/52—Unknown.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, DuM, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.

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921 N. Highland Hollywood 38, Calif.
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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, WCBF-TV (15), 6/10/53—Unknown.
Schenectady, WRI (TV) (35), 6/11/53-1/15/54.
Syracuse, WHTV (TV) (*43), 9/18/52—Unknown.
Utica, WFRB (TV) (19), 7/1/53—Unknown.
Watertown, WWNY-TV (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Chapel Hill, WUNC-TV (*4) 9/30/53—Sept. '54.
Charlotte, WAYS-TV (36), 2/26/53-11/15/53, ABC, Bolling.
Durham, WCIG-TV (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, Goldsboro Tv Corp. (34), 9/30/53—Unknown.
Greensboro, WCOG-TV (57), 11/20/52-Unknown, ABC, Bolling.
Greenville, WNCT (TV) (9), 3/11/53-11/15/53, CBS, DuM, Pearson.
Hendersonville, WHKP-TV (27), 3/11/53—Early '54, Headley-Reed Tv.
Mount Airy, WPAQ-TV (55), 3/11/53—Fall '53, Clark.
Wilmington, WMFD-TV (6), 7/30/53—Spring '54.

NORTH DAKOTA

Bismarck, KFYR-TV (5), 3/4/53—Unknown, Blair Tv.
Valley City, KXJB-TV (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, WCIN-TV (54), 5/14/53-Spring '54.
Cleveland, WERE-TV (65), 6/18/53—Fall '53.
Cleveland, United Bcstg. Co. (19), Initial Decision 10/15/53.
Columbus, WOSU-TV (*34), 4/22/53—Unknown.
Lima, WIMA-TV (35), 12/4/52—Late '53, Weed Tv.
Massillon, WMAC-TV (23), 9/4/52—Unknown, Petry.
Steubenville, WSTV-TV (9), 8/12/53-12/1/53, CBS, Avery-Knodel (granted STA Sept. 16).
Youngstown, WUTV (TV) (21), 9/25/52—Fall '53.

OKLAHOMA

Miami, KMIV (TV) (58), 4/22/53—Unknown.
Oklahoma City, KWTV (TV) (9), 7/22/53-12/15/53, CBS, Avery-Knodel.
Tulsa, KCEB (TV) (23), 2/26/53-11/14/53, Bolling.

OREGON

Eugene-Springfield, KTVF (TV) (20), 2/11/53—Unknown.
Eugene, Eugene Tv Inc. (13), 5/14/53-February '54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), KVAN-TV (21), Initial Decision 6/18/53.
Salem, KPIC (TV) (24), 12/9/53-12/15/53 (granted STA Aug. 4).
Salem, KSLM-TV (3), 9/30/53—Unknown.
Springfield-Eugene, KTVF (TV) (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, WFMZ-TV (67), 7/16/53—Unknown.
Allentown, WQCY (TV) (39), 8/12/53—Unknown.
Erie, Great Lakes Tv Co. (35), 10/14/53—Unknown.
Harrisburg, WCMB-TV (27), 7/24/53-12/15/53—Cooke.
Hazleton, WAZL-TV (63), 12/18/52—Unknown, Meeker.
Lancaster, WWLA (TV) (21), 5/7/53—Late '53, Taylor.
Lewistown, WMRF-TV (38), 4/2/53—Unknown.
Philadelphia, WIBG-TV (23), 10/21/53-Unknown.
Philadelphia, WIP-TV (29), 11/26/52—Unknown.
Pittsburgh, WQED (TV) (*13), 5/14/53-1/1/54 (granted STA Oct. 14).
Pittsburgh, WTVQ (TV) (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, WARM-TV (16), 2/26/53-12/1/53, Hollingbery.
Williamsport, WRAK-TV (36), 11/13/52—Unknown.
York, WNOW-TV (49), 7/11/52-November '53, DuM, Hollingbery.

RHODE ISLAND

Providence, WNET (TV) (16), 4/8/53—Unknown.
Providence, WPRO-TV (12), 9/2/53-Fall '53, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, Aiken Electronics Advertising Corp. (54), 10/21/53—Unknown.
Anderson, WAIM-TV (40), 9/30/53—Unknown.
Camden, WACA-TV (15), 6/3/53—Jan. '54.
Columbia, WIS-TV (10), 2/12/53-11/7/53, NBC, Free & Peters (granted STA Oct. 19).
Greenville, WGCT (TV) (4), 7/30/53-12/15/53, Weed.
Greenwood, WCRS-TV (21), 4/8/53—Unknown.
Spartanburg, WSCV (TV) (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, WOUC (TV) (49), 8/21/52—Unknown, Pearson.
Chattanooga, WTVT (TV) (43), 8/21/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Nashville, WSIX-TV (8), 7/30/53-11/15/53, CBS, Hollingbery (granted STA Sept. 9).
Old Hickory, WLAC-TV [Nashville] (5), 8/5/53-1/1/54.

TEXAS

Beaumont, KBMT (TV) (31), 12/4/52—Fall '53, Taylor.
Beaumont, KTRM-TV (6), Initial Decision 7/22/53.
Dallas, KDTX (TV) (23), 1/15/53—Unknown.
Dallas, KLIF-TV (29), 2/12/53—Unknown.
El Paso, KEPO-TV (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, KTCO (TV) (20), 3/11/53—Unknown.
Houston, KTVP (TV) (23), 1/8/53—Unknown.
Houston, KXYZ-TV (29), 6/18/53—Unknown.
Lubbock, KFYO-TV (5), 5/7/53—Late '53, Taylor.
Lufkin, KTRE-TV (9), 3/11/53—1954, Taylor.
Marshall, KMSL (TV) (16), 6/25/53—Unknown.
Midland, KMID (TV) (2), 7/1/53-11/1/53.
San Antonio, KALA (TV) (35), 3/26/53—Unknown.
San Juan, WKAQ-TV (2), 7/24/52-1954, Inter-American
Sherman, KSHM (TV) (46), 3/4/53—Late Summer '53.
Sweetwater, KPAR-TV (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, KNAL (TV) (19), 3/26/53—Unknown, Best.
Weslaco, KRGV-TV (5), 7/16/53-11/26/53, NBC, Taylor.

UTAH

Salt Lake City, KUTV (TV) (2), 3/26/53-3/1/54, ABC, Hollingbery.

VERMONT

Montpelier, WCAX Bcstg. Corp. (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, WCHV-TV (64), 1/29/53—Winter '53, Walker.
Danville, WBTM-TV (24), 12/18/52-1/15/54, Hollingbery.
Marion, WMEV-TV (50), 4/2/53—Unknown, Donald Cook.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Norfolk, WTOV-TV (27), 7/8/53-11/15/53, ABC, DuM, Forjoe (granted STA Oct. 16).

WASHINGTON

Seattle, KOMO-TV (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), KVAN-TV (21), 9/25/53-1/15/54.
Yakima, KIT-TV (23), 12/4/52-Jan. '54.

WEST VIRGINIA

Beckley, WBEY (TV) (21), 6/25/53—Unknown.
Fairmont, WJPB-TV (35), 7/1/53-1/1/54—Gill-Perna.
Wheeling, WLTV (TV) (51), 2/11/53—Unknown.

WISCONSIN

Eau Claire, WEAU-TV (13), 2/26/53-12/1/53, Hollingbery.
La Crosse, WKBH Television Inc. (8), 10/28/53-Unknown.
Madison, Wisconsin State Radio Council (*21), 10/7/53—Unknown.
Milwaukee, WMIL-TV (31), 8/20/53—Unknown.
Neenah, WNAM-TV (42), 12/23/52-Nov. '53, Clark.
Superior, Ridson Inc. (6), 10/14/53—Unknown.

WYOMING

Casper, KSPR-TV (2), 5/14/53—Unknown.
Cheyenne, KFBC-TV (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, KTVA (TV) (2), 7/30/53-12/15/53.
Fairbanks, KFIF (TV) (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, KULA-TV (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, WAPA-TV (4), 8/12/53—Unknown.

Station Authorizations, Applications
(As Compiled by B•T)

Oct. 22 through Oct. 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Sept. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,468	540	101
CPs on air	20	31	†187
CPs not on air	113	21	246
Total on air	2,488	571	†288
Total authorized	2,601	592	534
Applications in hearing	141	2	152
New station requests	183	5	304
Facilities change requests	143	26	16
Total applications pending	898	94	415
Licenses deleted in Sept.	0	8	0
CPs deleted in Sept.	3	0	5

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

• • •

Am and Fm Summary through Oct. 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,501	2,477	130	193	76
Fm	572	547	52	6	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	181	274	455[1]
Educational	7	15	22

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	202	97	299
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	844	337	665	516	1,181[2]
Educational	50		24	26	50[3]
Total	894	337	689	542	1,231[4]

[1] Nineteen CPs (5 vhf, 14 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 22 already granted.
[4] Includes 477 already granted.

• • •

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

Safer . . . Happier

thanks to Christmas Seals!

Like a protective radar network, a barrier formed by Christmas Seals helps to guard us against tuberculosis.

The money which *you* donate for Seals fights TB the year round—with continuing medical research, education, rehabilitation, and case finding.

To keep the barrier high, send your contribution today, please, to your tuberculosis association.

Buy Christmas Seals

FCC ACTIONS

New Tv Stations . . .

GRANTS

Philadelphia, Pa.—Daily News Tv Co. (WIBG), granted uhf ch. 23 (524-530 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 620 ft., above ground 528 ft. Estimated construction cost $640,815, first year operating cost $600,000, revenue $500,000. Post office address: 1425 Walnut St., Philadelphia. Studio location: 13th and Market Sts., Philadelphia. Transmitter location: Vernon Rd. and Cheltenham Ave., Philadelphia. Geographic coordinates: 40° 04′ 42″ N. Lat., 75° 09′ 46″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Robert & McInnis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include **Seaboard Radio Bcstg. Corp.** (84%), **Philadelphia Daily News Inc.** (10%), President **Paul F. Harron,** First Vice President **Joseph Lang,** Second Vice President **Lemuel Schofield** (3%), Secretary-Treasurer **Katharine A. Harron.** Granted Oct. 21.

La Crosse, Wis.—WKBH Television Inc. (WKBH) granted vhf ch. 8 (180-186 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 810 ft., above ground 579 ft. Estimated construction cost $239,500, first year operating cost $90,000, revenue $75,000. Post office address: 409 Main St., La Crosse, Wis. Studio location: 409 Main St. Transmitter location: Town Road and School Section Road. Geographic coordinates 43° 41′ 44″ N. Lat., 91° 12′ 09″ W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President **Howard Dahl,** Vice President **Harry Dahl** and Secretary-Treasurer **Kenneth Dahl.** Grant was made possible by dismissal of of competitive bid by WKTY. WKTY receives option to purchase 41% interest for $41,000 and agrees to dispose of WKTY facilities. WKBH is to purchase 49% interest for $49,000 and 5 mutually agreed upon La Crosse residents are to purchase remainder. Granted Oct. 28.

APPLICATIONS

Miami, Fla.—Public Service Tv Inc., vhf ch. 10 (192-198 mc); ERP 316 kw visual, 189 kw aural; antenna height above average terrain 241 ft., above ground 265 ft. Estimated construction cost $882,500, first year operating cost $750,000, revenue $600,000. Post office address 3240 W. 27th Ave., Miami. Studio location to be determined. Transmitter location 312 NE 1st St., Miami. Geographic coordinates 25° 46′ 28.8″ N. Lat., 80° 1[illegible] 18.2″ W. Long. Transmitter and antenna RCA. Legal counsel Denning & Wohlstetter, Washington. Consulting engineer George P. Adair Engineering Co., Washington. National Airlines Inc. will own sole owner of stock. Principals include President **G. T. Baker,** president and 16.84% stockholder National Airlines; Vice President **George W. Gibbs Jr.,** shipbuilder and director of National Airlines; Treasurer **J. C. Brawner,** treasurer of National Airlines, and Secretary **R. P. Foreman,** secretary of National Airlines. Filed Oct. 27.

Baltimore, Md.—United Bcstg. Co. of Eastern Md. Inc. (WSID), uhf ch. 18 (494-500 mc); ERP [illegible] kw visual, 58.5 kw aural; antenna height above average terrain 304 ft., above ground 300 ft. Estimated construction cost $275,935, first year operating cost $175,000, revenue $175,000. Post office address 912 North Charles St., Baltimore, Md. Studio and transmitter location 912 North Charles St., Baltimore. Geographic coordinates 39° 17′ 26″ N. Lat., 76° 37′ 19″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer UBC Engineering Dept., Washington. Principals include President **Richard Eaton** (2%), president and 98% owner World News Service, Washington news gathering agency; Secretary-Treasurer **Margaret G. Eaton** (1%), Assistant Secretary-Treasurer **Lavalle G. Hart,** owner *Alexandria Tribune, Fairfax Journal,* both in Va., and secretary and 2% stockholder World News Service. United Bcstg. Co. (97%) is beneficial owner of stock held by Mr. & Mrs. Eaton. All of the stock is voted by Richard Eaton. United Bcstg. is owner of WOOK WFAN (FM) Washington, WANT Richmond, Va.; WARK Hagerstown, Md., WINX Rockville, Md., and WJMO Cleveland, Ohio. Filed Oct. 21.

APPLICATION AMENDED

Kirksville, Mo.—KBIZ Inc. (KBIZ Ottumwa, Iowa) amends application for uhf ch. 15 in Ottumwa to specify vhf ch. 3 (60-66 mc) in Kirksville; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 1,081 ft. Filed Oct. 20.

APPLICATIONS DISMISSED

Waterloo, Iowa—L. E. Kelly. FCC dismissed bid for new tv station on uhf ch. 16 at request of applicant. Dismissed Oct. 27.

Portsmouth, Ohio—Woodruff Inc. FCC granted petition to dismiss without prejudice its application for new tv station on uhf ch. 30. Dismissed Oct. 21.

El Paso, Tex.—Claude H. Craig tr/as Franklin Bcstg. Co. FCC dismissed application for new tv station on uhf ch. 20 for lack of prosecution. Dismissed Oct. 15.

La Crosse, Wis.—La Crosse Bcstg. Co. (WKTY) FCC dismissed bid for new tv station on [illegible] ch. 8 at request of attorney. Dismissed Oct. 2[illegible]

Existing Tv Stations . . .

ACTIONS BY FCC

WEAR-TV Pensacola, Fla.—Gulfport Bcstg. Co. granted modification of CP for vhf ch. 3 to change ERP to 55 kw visual and 33.1 kw aural; studio and transmitter location to U. S. Hwy. 90, 1.3 miles SE of Belleview, Pensacola, Fla.; antenna height above average terrain 580 ft. Granted Oct. 20; announced Oct. 27.

WLBC-TV Muncie, Ind.—Tri-City Radio Corp. granted modification of CP for uhf ch. 49 to change ERP to 14.1 kw visual and 7.59 kw aural; antenna height above average terrain 500 ft. Granted Oct. 21; announced Oct. 27.

WRAY-TV Princeton, Ind.—Southern Indiana Telecasting Inc. granted modification of CP for uhf ch. 52 to change ERP to 166 kw visual and 89.1 kw aural; antenna height above average terrain 470 ft. Granted Oct. 20; announced Oct. 27.

WOC-TV Davenport, Iowa—Central Bcstg. Co. granted modification of CP for vhf ch. 5 to change aural ERP to 60.3 kw. Granted Oct. 23; announced Oct. 27.

WJBT Jackson, Miss.—Lamar Bcstg. Co. granted STA to operate commercially on vhf ch. [illegible] for the period ending Oct. 29. Granted Oct. 1[illegible] announced Oct. 27.

WHEC-TV Rochester, N. Y.—WHEC Inc. granted STA to operate commercially on vhf ch. [illegible] for the period ending March 27. Granted Oct. 22; announced Oct. 27.

WVET-TV Rochester, N. Y.—Veterans Bcstg. Co. granted STA to operate commercially on vhf ch. 10 for the period ending March 27. Granted Oct. 22; announced Oct. 27.

WIS-TV Columbus, S. C.—WIS-TV Corp. granted STA to operate commercially on vhf ch. 10 for the period ending Feb. 11. Granted Oct. 19; announced Oct. 27.

WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp. granted STA to operate commercially on uhf ch. 27 for the period ending Oct. 26. Granted Oct. 16; announced Oct. 27.

WTRF-TV Wheeling, W. Va.—Tri-City Bcstg. Co. granted STA to operate commercially on vhf ch. 7 for the period ending Feb. 19. Granted Oct. 20; announced Oct. 27.

KSL-TV Salt Lake City, Utah—Radio Service Corp. of Utah granted modification of CP for vhf ch. 5 to change ERP to 28.2 kw visual and 17 kw aural; antenna height above average terrain 4280 ft. Granted Oct. 20, announced Oct. 27.

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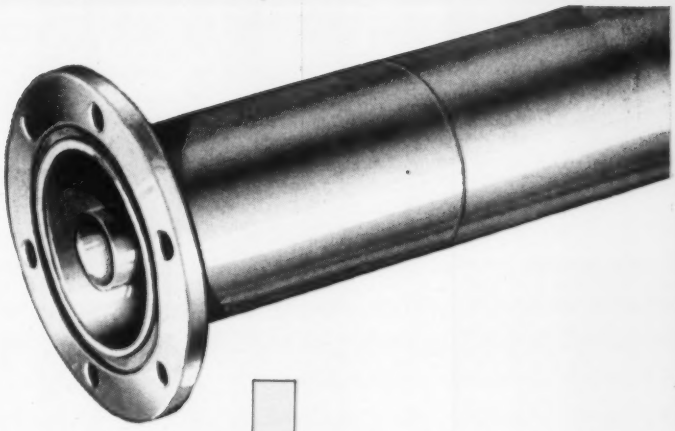

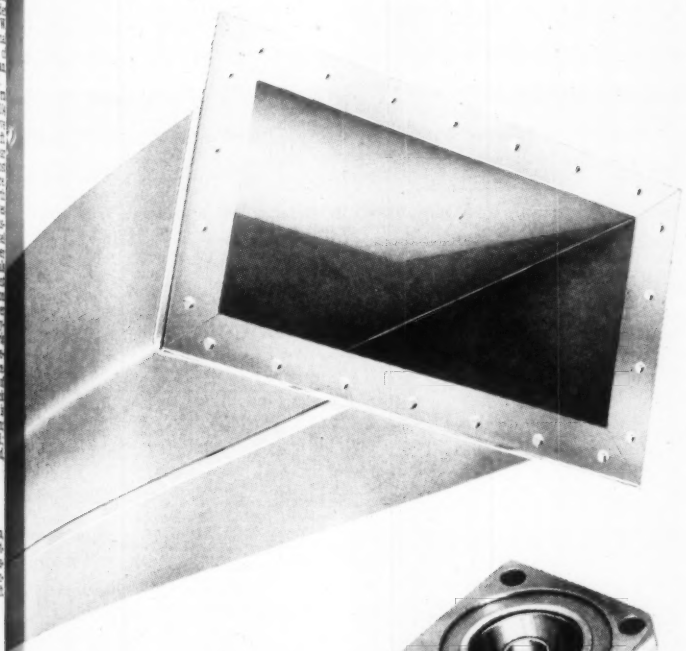

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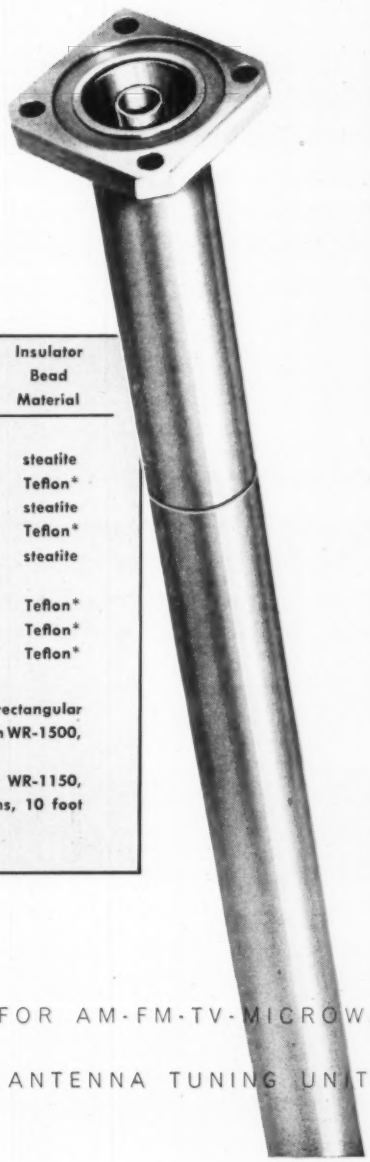

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T-453	6⅛"	51.5 ohms	steatite
	TRANSMISSION LINE FOR UHF-TV		
561	1⅝"	50.0 ohms	Teflon*
562	3⅛"	50.0 ohms	Teflon*
563	6⅛"	75.0 ohms	Teflon*
	WAVEGUIDE FOR UHF-TV		
565	Copper-clad steel 7½" x 15" rectangular cross-section, RTMA designation WR-1500, 10 foot section		
564	Copper-clad steel waveguide WR-1150, 11½" x 5¾" inside dimensions, 10 foot section		

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APPLICATIONS

WJDM (TV) Panama City, Fla.—J. D. Manly seeks modification of CP for vhf ch. 7 to change studio location and description of transmitter location to U. S. Hwy. 98 approximately 1.6 miles W of Hathaway Bridge and approximately 3 miles from city limits of Panama City. Filed Oct. 20.

WOC-TV Davenport, Iowa—Central Bcstg. Co. seeks modification of CP for vhf ch. 5 to change aural ERP to 60 kw; antenna height above average terrain 602 ft. Filed Oct. 26.

WAAB-TV Worcester, Mass.—Wilson Enterprises Inc. seeks modification of CP for uhf ch. 20 to change ERP to 74.66 kw visual and 41.32 kw aural; change studio location to Asnebumskit Hill, Paxton, Mass.; antenna height above average terrain 824.1 ft. Filed Oct. 21.

WITH-TV Baltimore, Md.—WITH-TV Inc. seeks modification of CP for uhf ch. 60 to specify uhf ch. 18 (494-500 mc); ERP 90.597 kw visual, 50.155 kw aural; change transmitter location to South Side of New Edmonson Ave., Ext. between Ingleside and Winters Lane, Baltimore; antenna height above average terrain 514 ft. Filed Oct. 20.

KSTM-TV St. Louis, Mo.—Broadcast House Inc. seeks modification of CP for uhf ch. 36 to change to vhf ch. 11 (198-204 mc); ERP 316 kw visual and 168 kw aural; antenna height above average terrain 577 ft. Filed Oct. 20.

KXJR-TV Valley City, N. D.—N. D. Bcstg. Co. Inc. seeks modification of CP for vhf ch. 4 to change ERP to 100 kw visual and 57.5 kw aural; transmitter location to 7½ miles S, 3 miles W of Pillsbury, N. D.; studio location to be determined; antenna height above average terrain 1091.5 ft. Filed Oct. 23.

WUTV (TV) Youngstown, Ohio—Albert S. Polan et al d/b as Polan Industries seeks modification of CP for vhf ch. 2 to change ERP to 236 kw visual and 124 kw aural; change transmitter and studio location to Market St. between Avondale and Brooklyn Avenues, Youngstown; antenna height above average terrain 414 ft. Filed Oct 23.

WGCT (TV) Greenville, S. C.—Carolina Tv Inc. seeks modification of CP for vhf ch. 4 to change transmitter location to On Top of Paris Mt., near Greenville; antenna height above average terrain 1145 ft. Filed Oct. 21.

APPLICATION AMENDED

KBAY-TV San Francisco, Calif.—Lawrence A. Harvey amends application for modification of CP for uhf ch. 20 to change studio location to 1 La Avenzada, San Francisco. Filed Oct. 20.

PERMITS DELETED

KTVR (TV) Hitchcock, Tex.—M. B. Rudman tr/as Rudman Tv Co. FCC granted deletion of station on uhf ch. 41. Deleted Oct. 15.

WRBJ (TV) Beloit, Wis.—Sidney H. Bliss tr/as Beloit Bcstg. granted deletion of station on uhf ch. 57 at request of applicant. Deleted Oct. 14.

New Am Stations . . .

ACTION BY FCC

Bowling Green, Ohio—Howard A. Ward granted 730 kc, 250 w daytime; estimated construction cost $20,639.95. Mr. Ward is owner Kell Lumber & Supplies Co. Granted Oct. 21.

APPLICATION

Mt. Sterling, Ky.—States Bcstg. Systems Inc., 950 kc, 500 w daytime. Estimated construction cost $16,490, first year operating cost $72,000, revenue $84,000. Principals include President **Charles F. Trivette** (44%), former state senator and ⅓ owner WTCW Whitesburg, Ky.; **Helen H. Trivette** (8%); Secretary-Treasurer **Herman G. Dotson** (4%), attorney in Pikesville, Ky.; **Hazel T. Dotson** (4%); Vice President **Elmo Mills** (4%), auto dealer in Freeburn, Ky., and **Betty O. Mills** (4%). States Bcstg. is applicant for new am station in Ashland, Ky. Post office address c/o Charles F. Trivette, Mt. Sterling, Ky. Filed Oct. 21.

APPLICATIONS AMENDED

Redding, Calif.—VALR Inc. amends application for CP for new am station on 1230 kc, 250 w unlimited to specify 1400 kc. Filed Oct. 19.

Neosho, Mo.—John V. Turner & Lawrence P. Neumeier d/b as Ozarks Playground Bcstrs. amends application for new am station on 1390 kc, 500 w daytime to specify 1420 kc. Filed Oct. 27.

Existing Am Stations . . .

ACTION BY FCC

KVON Napa, Calif.—Napa Bcstg. Co. granted modification of license to change name to Gibson Radio & Pub. Co. Granted Oct. 23.

APPLICATIONS

KIBH Seward, Alaska—Alaska Bcstg. Co. seeks modification of license to increase hours of operation from 3:30 to 10:30 p.m. Monday through Saturday & 1:00 to 10:30 p.m. Sundays to 12:00 noon to 12:00 midnight, seven days a week. Filed Oct. 26.

KIFW Sitka, Alaska—Alaska Bcstg. Co. seeks modification of license to increase hours of operation from 5:00 to 11:00 p.m. Monday through Saturday and 1:00 to 11:00 p.m. Sundays to 12:00 Noon to 12:00 Midnight seven days a week. Filed Oct. 26.

WFRM Coudersport, Pa.—Farm & Home Bcstg. Co. seeks CP to increase power from 500 w to 1 kw. Filed Oct. 20.

WHHM Memphis, Tenn.—Mid-South Bcstg. Corp. seeks CP to change transmitter location to Somerville St., E of Elmwood Cemetery, Memphis. Filed Oct. 23.

KOL Seattle, Wash.—Seattle Bcstg. Co. seeks CP to change from employing directional day and night to directional night only. Filed Oct. 26.

APPLICATION AMENDED

WIBV Belleville, Ill.—Belleville Bcstg. Co. amends application for CP to change from 1060 kc, 250 w to 1010 kc, 1 kw to specify 1260 kc. Filed Oct. 19.

APPLICATION DISMISSED

WLOW Portsmouth, Va.—Commonwealth Bcstg. Corp. FCC dismissed application for modification of license to specify Norfolk and Portsmouth as main studio location. Dismissed Oct. 23.

STATION DELETED

WKRF Prestenburg, Ky.—Elkhorn Bcstg. Corp. FCC cancelled CP for new am station on 1270 kc, 1 kw daytime and deleted call letters. Deleted Oct. 20.

New Fm Stations . . .

ACTION BY FCC

Zarephath, N. J.—Pillar of Fire Inc. (WAWZ) granted CP for new Class B fm station on ch. 256 (99.1 mc); ERP 4.8 kw and antenna height above average terrain 175 ft. Granted Oct. 28.

APPLICATION

Berkeley, Calif.—Pacifica Foundation (KPFA) seeks new fm station on ch. 207 (89.3 mc); ERP 640 w and antenna height above average terrain of minus 97.6 ft. Filed Oct. 23.

Existing Fm Stations . . .

ACTION BY FCC

WOPI-FM Bristol, Tenn.—Radiophone Bcstg. Station WOPI Inc. granted CP to change ERP to 10 kw. Granted Oct. 13; announced Oct. 27.

APPLICATION

KRON-FM San Francisco, Calif.—Chronicle Pub. Co. seeks modification of CP to change ERP to 12.8 kw visual and antenna height above average terrain to 1231 ft. Filed Oct. 23.

STATIONS DELETED

KDRO-FM Sedalia, Mo.—Milton J. Hinlein granted request to cancel license and delete fm station on ch. 259. Deleted Oct. 19.

WNJR-FM Newark, N. J.—The Evening News Pub. Co. granted request to cancel license and delete fm station on ch. 274. Deleted Oct. 19.

Ownership Changes . . .

ACTIONS BY FCC

KBLO Hot Springs, Ark.—Robert S. Bielow tr/as National Park Bcstg. Co. Granted consent to assign construction permit to National Park Bcstg. Co., partnership composed of **Robert S. Bielow** (75%) and **J. W. Meredith** (25%) for $5,000. Granted Oct. 28.

KWBW Hutchinson, Kan.—Bess Marsh Wyse tr/as Nation's Center Bcstg. Co. granted voluntary assignment of license to partnership of Bess Marsh Wyse & George H. Marsh d/b as The Nation's Center Bcstg. Co. Mr. Marsh, Odessa (Tex.) accountant, purchases 5% interest for $4,500. Granted Oct. 23.

WLMJ Jackson, Ohio—Luther M. Jones granted voluntary assignment of CP to WLMJ Inc. for $1,000. Principals include President **Frances D. Moore** (40%); Vice President **Ernestine B. Miller** (20%); Secretary-Treasurer **Marrianne B. Campbell** (10%), station manager WJEH Gallipolis, Ohio; **John E. Halliday** (10%), president and 79% owner WJEH and president and 55% owner WBEX Chillicothe, Ohio; **William R. Mnich** (10%), station manager WBEX, and **Truman A. Morris** (10%), secretary-treasurer and 20% owner WJEH and secretary-treasurer and 33% owner WBEX. Granted Oct. 28.

WJEL Springfield Ohio—Champion City Bcstg. Co. granted voluntary transfer of control by George R. Walker through sale of 50% interest by Chester R. Hinkle for $1,000 and assumption of liabilities for approximately $41,055. Mr. Walker will now own 100%. Granted Oct. 28.

WENS (TV) Pittsburgh, Pa.—A. Donovan Faust, Larry H. Israel, Wm. H. Rea, Thomas P. Johnson and Henry Oliver Rea d/b as Telecasting Co. of Pittsburgh granted voluntary assignment of CP for uhf ch. 16 to Telecasting Inc. for $290,042.85 the sum expended to acquire and build the station. Purpose is to use corporate form of business operation and to bring in new stockholders. Principals purchasing shares in new corporation include President **T. P. Johnson** (13.8%) for $7,500; Vice President **A. D. Faust** (25%) for $1,500; Vice President **L. H. Israel** (25%) for $1,500, and Harry **D. Rea** (8.35% for $4,500. Granted Oct. 28.

WEMP Milwaukee, Wis.—Milwaukee Bcstg. Co. granted voluntary transfer of control to President **Andrew W. Spheeris** and six other employes through sale and exchange of stock for $76,500. The employe group will now own 50.5% interest. Granted Oct. 28.

KFBC-AM-TV Cheyenne, Wyo.—Frontier Bcstg. Co. granted voluntary relinquishment of positive control by Cheyenne Newspapers Inc. to William C. Grove et al. through issuance of new stock to present stockholders. Cheyenne Newspapers former owner of 66% interest will now own 33%. Granted Oct. 28.

APPLICATIONS

WMMB Melbourne, Fla.—Melbourne Bcstg. Corp. seeks voluntary transfer of control from **Henry Dravneek, Suzanne Dravneek** and **John J. Schantz** to **Frederick H. & Dorothy S. Kury** through sale of 66.8% interest for $57,500. Mr. Kury is former vice president NEA Services Inc. syndicated newspaper and editor and publisher *Adirondack Daily Enterprise*, Saranac Lake, N. Y. Filed Oct. 21.

KBIM Roswell, N. M.—William Paul Brown, Paul F. Jergins and Vernon Newton Hughes d/b as Radio Station KBIM seeks voluntary assignment of license to Taylor Bcstg. Co. for $55,000. Principals include President **W. C. Taylor** (50%), Vice President **Gene Reischman** (27.3%), Secretary **Homer F. Glover** (5.7%), **J. Kenneth Smith** (11.3%) and **J. Raymond Harris** (5.7%). All are local businessmen. Filed Oct. 20.

KOIN-AM-FM-TV Portland, Ore.—Mount Hood Radio and Tv Bcstg. Corp. seeks voluntary transfer of control to **Theodore R. Gamble** & **Harvey S. Benson,** trustees, and **Samuel I. Newhouse Jr.** and **Mitzie E. Newhouse.** S. I. Newhouse Jr. (33⅓%) and M. E. Newhouse exercise their option rights to acquire 50% interest for sale price of KGW-AM-FM Portland. KGW had dismissed competitive application for vhf ch. 6 in Portland. Approval is simultaneously sought for transfer of stock by original stockholders to voting trust. Filed Oct. 20.

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TWN St. Johnsbury, WIKE Newport, Vt.— State Bcstrs. Inc. seeks voluntary transfer ntrol from E. Dean Finney (46.1%) and his Tacy Hood Finney to themselves jointly and ally. Twin State is controlling stockholder mphremagog Bcstg. Co. (WIKE). Filed

L-AM-FM Washington, D. C.— Peoples Corp. (WRFD Worthington, Ohio; WTTM on, N. J.; WMMN Fairmont, W. Va.) seeks ary assignment of license to Washington Co. for $75,000. Principals include Presi- **Henry Rau** (80%), former electrical appli- distributor and **Charles E. Dillon** (20%), Radio-Tv Branch, Office of Public Informa- Office of Secretary of Defense. Filed Oct. 16.

KV West Bend, Wis.—West Bend Bcstg. Co. voluntary acquisition of positive control ugust C. Berkholtz through purchase of terest from Paul J. Ripple for $6,000. Mr. oltz will now own 62%. Filed Oct. 19.

Hearing Cases . . .

FINAL DECISIONS

Bowling Green, Ohio—New Am, 730 kc. The Commission announced order making effective immediately hearing examiner's initial decision granting application of Howard R. Ward for construction permit for a new am station on 730 kc, 250 w, daytime directional. Action Oct. 21.

Philadelphia, Pa.—New Tv, uhf ch. 23. The Commission announced order making effective immediatly hearing examiner's initial decision granting the application of the Daily News Television Co. (WIBG) for construction permit for new tv station on ch. 23. Action Oct. 21.

INITIAL DECISIONS

Fort Wayne, Ind.—New Tv uhf ch. 69. Hearing Examiner Annie Neal Huntting issued initial de-

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Opportunity to advance with reorganized staff, announcers, copywriter, salesmen. Contact WPDR, Portage, Wisconsin.

Managerial

Manager with capital investment. Capital required only to insure interest in job. 250 watter near N. Y. Box 295A, B•T.

Sales manager—experienced, for well established southeastern regional radio station with major network affiliation in tv market. Must have proven sales record. Prefer man who knows both sales and programming. Good salary and incentive plan. Excellent opportunities for advancement. Furnish photo and detailed information of previous experience. Box 327A, B•T.

Salesmen

Western NBC regional, **excellent market, offers radio-minded local salesman opportunity to earn** $10,000. plus. Weekly base, $100. against 15 percent. Substantial tax-free car allowance. Pleasant middle-sized community, good schools, good weather **(no snow). Box 964X, B•T.**

Permanent position with substantial guarantee and commission in 91st market, Stockton, California. Network. 1000 watt fulltime. Sizeable account list to begin with, prospects unlimited Write Box 259A, B•T.

Experienced salesman wanted. Wonderful opportunity for a young man who fully knows radio time sales and has a proven record. Rich market in Nebraska. Car necessary. Write, wire Box 165A, B•T.

Experienced announcer to sell time at kw southeastern Pennsylvania daytime, one station market . . . salary, commission. Single or married. Box 296A, B•T.

Time salesman for central Virginia 250 watt station. Small town with industrial future. Automobile necessary. Immediate opening. Salary plus commissions. Box 316A, B•T.

5,000 watt southeastern station wants salesman doing good job on smaller station. Ideal opportunity for good man who wants to advance to sales manager. Salary plus percentage. Box 356A, B•T.

Salesman or commercial manager wanted immediately. Car necessary. A personal interview is necessary. Contact Tom Morris, WNCA Siler City, N. C. Earnings can exceed $600.00 monthly.

Salesmen—now calling on radio and tv stations! Sell our line of call letter specialties. Fast sellers; big profits! Write RE-TEL, Box 770, Huntsville, Alabama.

Help Wanted—(Cont'd)

Sales crew manager. We have an opening for an experienced phone crew manager in a very successful radio-tv promotion. Only highly capable men with a background of dependability and honesty and a record of clean selling will be considered. 40% commission, plus bonus, to an acceptable man. American Radio Publications, Inc., 119-A North Washington St., Peoria 2, Illinois.

Announcers

Ad-libber, madcap wit. "happy" voice, DJ. Funny ad-lib quips about records. Do "bopster" voice, Stan Freberg, Bob and Ray character voices, stage-screen impersonations. Midwest. Single. Box 131A, B•T.

Combo man with first class ticket for central Pennsylvania AM-FM. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send resume. Salary $76.00. Box 135A, B•T.

Experienced announcer for North Dakota 5 kw network station. Send tape, full details Box 241A, B•T.

CBS upper midwest affiliate desires newscaster for major newscasts. Some experience. Forward audition and details. Box 300A, B•T.

Three first class combination engineer-announcers. Must be experienced. Positiois will be permanent to right persons. $70.00 week, 40 hours, time and half-time overtime plus talent. Positions must be filed immediately. Send tapes, disc and all details to Box 328A, B•T. North Carolina network station.

Staff announcer, am and tv, established CBS affiliate in major Ohio markets. Radio experience essential. Tv experience desirable but not required, permanent position. Immediate opening. Send full details and picture by letter to Box 359A, B•T. Do not send audition until requested.

Experienced radio announcer for livewire independent station in active Gulf Coast market. Starting salary $70.00 per week. Apply KBRZ, Freeport, Texas.

Have immediate opening for first phone combo man. Seventy dollars to start. New studios and equipment by February first. Wonderful climate and congenial staff. Send complete details and audition to Gene Rader, KGFL, Roswell, New Mexico.

KFLW-CBS, Klamath Falls, Oregon, one of best Pacific Coast intermediate market stations, needs another top announcer-salesman with a first class license. Our men earn 3 figures weekly. Tv potential. Character, integrity, ability count most with us. Phone for interview. Bud Chandler, General Manager.

Radio Broadcast Equipment for sale. Complete, used (former KGVO) Western Electric, 5,000 Watt Transmitter for sale at $10,000.00. Get into this lucrative business with a powerful station very cheaply.

MOSBY'S, Incorporated

127 E. Main St. Missoula, Mont.

Help Wanted—(Cont'd)

Combination announcer-traffic chief and local news editor who can use portable Magnecord. Air mail tape and letter to KFRD, Rosenburg, Texas.

Announcer-engineer, first phone. 1000 watt full time. Telephone Herb Nelson, KOKX, Keokuk, Iowa.

Needed immediately. Staff announcer-board man. Good disc, commercial, news presentation a must. Smooth on board. Also good play-by-play man. Contact KRSD, Rapid City, South Dakota.

Washington area radio station needs experienced announcer who can also gather and write local news. Prefer man with rich authoritative voice. Excellent opportunity to crash large metropolitan market. Send tape and all particulars to WGAY, Silver Spring, Maryland, or phone Juniper 9-16[illegible]

Experienced all-round announcer and newsman for 1,000 watt daytime independent. WKBC, North Wilkesboro, North Carolina.

Announcer—good personality. Prefer MC type with programming and writing experience. Furnish photo and previous exprience. Write General Manager, Radio Station WMC, Post Office Box 311, Memphis, Tennessee.

Immediate opening for better than average announcer. Good working conditions and excellent pay. Give salary requirements, past experience, first letter. WMJM, Cordele, Georgia.

Experienced announcer with first class license for fulltime 250 watt NBC affiliate. Starting salary $75.00 per week. WPNF, Brevard, N. [illegible]

Announcer with engineering background. Metropolitan Washington, D. C.—WPIK, Alexandria, Virginia. Send resume, disc or tape, first letter.

One announcer with experience and one first class engineer with at least three years experience. Pay commensurate with experience. Radio Station WPRS, Paris, Illinois.

WTXL, West Springfield, Mass., independent wants experienced announcer who knows and likes the music-news format. No beginners. Prefer northeast native. Rush tape, resume and photo. If you seem to have what me want we will call you by telephone and make appointment for interview and live audition.

Excellent DJ-announcer. 1000 watt new daytime independent. Send tape and resumé to Program Director, Box 688, Albuquerque, New Mexico.

Negro disc jockey for spiritual gospel type program. Must be intelligent, preferably some college: smooth talker with no accent in speech, capable ad-lib ability to sell commercials. Must have knowledge of spiritual gospel music. Associated with same owners who develped national famous Okey Dokey and Honeyboy WBOK, Diggie Doo WXOK; Bubber Lutcher, KAOK. Salary based on experience, ability, knowhow including talent, commisson. Send letter giving complete details including experience, educational, past employment, picture, audition disc or tape. Write Manager, "The Ok Group" 505 Baronne, New Orleans, La.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 647A, B•T.

Wanted by established network station in heart of the hunting and fishing area. Chief engineer with some ability as announcer or traffic clerk. Better than average earnings. Permanent position with expanding organization. Box 192A, B•T.

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Immediately, first class transmitter engineer for 5 kw AM station. CBS affiliate. Opportunity to work into tv. Write Lloyd R. Amoo, Director of Engineering, KCJB, Minot, North Dakota.

First ticket man. No experience necessary. KNAL, Victoria, Texas.

First phone engineer wanted at once by five thousand watt fulltime. Engineering knowhow most important. Some announcing helpful. Good salary for right man. Gates equipment. Write or phone WKNK, Muskegon, Michigan.

Help Wanted—(Cont'd)

Technical director with Degree in EE. Present 5 kw day, 1 kw night radio. 30 kw vhf tv future plan and installation, 5 kw night radio. 316 kw tv. Box 311A, B•T.

WSAZ, Inc., has openings in microwave radio and tv. Write, wire or call John Clay, Chief Engineer, WSAZ, Inc., Huntington, West Virginia.

Engineers, some with first phone, needed immediately in am-tv operation. Union scale to $88.00 per week. WTVH-TV, Peoria, Illinois. Phone Wallace Wurz, 6-5561 for interview.

Production-Programming, Others

Fulltime copywriter needed for twin network station in Maryland. Woman preferred. Box 180A, B•T.

Program director: Combination announcer-engineer, as program director for concert music station, New England. First class ticket preferred. Male or female. Box 294A, B•T.

Program director and production manager for network station in large midwestern city. Prefer college graduate. Must love work and have management interests at heart. This can be big. Send all details, including snapshot and salary requirements, to Box 318A, B•T.

Topflight news station, midwest clear channel, has opening for mature, experienced news editor for combination radio-tv job. Must be first rate writer-reporter, preferably with some newspaper experience. Box 337A, B•T.

Program director, experienced producer. 5 kw midwestern Mutual, #1 Hooper station. Box 340A, B•T.

Newsman: 1000 watt midwest prestige independent needs a local news reportor. Have an immediate and permanent opening for a man who has experience pounding a newsbeat; can write an interesting, factual story; and who has a good air voice. $80.00 per week to start. Opening created because of a promotion. Send everything first letter. Box 342A, B•T.

Experienced traffic girl, to handle radio and tv. Send experience, references, photo, salary requirements. Program Manager, KCSJ, Pueblo, Colorado.

Woman for continuity writing and to be generally useful in continuity department of progressive 50,000 watt radio station, CBS affiliate, southwest Texas. Good climate winter and summer and good working conditions. Write Continuity Chief, Radio Station KGBS, Harlingen, Texas.

Immediate opening commercial copywriter at friendly local station. Good pay, paid vacation, permanent position. Send full particulars, WVSC, Somerset, Pa.

Television

Salesmen

WEHT-TV CBS Evansville-Henderson needs a salesman with tv or radio experience or both. Write Bill Vogel, Sales Manager, 12½ S. E. Second St., Evansville, Indiana. Phone 5-3406.

Announcers

Tv announcer. Only channel in major midwest market. Extensive local operation. Experience unnecessary if radio background good. Must be strong on commercials. Send tape, photo, resumé. Program Director, KVTV, Sioux City, Iowa.

Technical

Engineers. Am control, tv studio, master control. 5 day week. Paid vacations. Midwest vhf. Advise background and include photo. Box 330A, B•T.

Need good film man for southern tv station. Must be able to handle entire operaton of film department. Editing, storing, records, trans-shipment. Write Box 349A, B•T.

New Florida west coast television station has opening for young technician with first class license. Southerner preferred. Box 351A, B•T.

Production-Programming, Others

Tv writers (2)—Chicago office national agency will supplement tv staff with two experienced tv writers for diversified accounts; $6,000. start. Box 239A, B•T. for appointment.

Help Wanted—(Cont'd)

Producer-director with two to three years experience for midwest tv station. Must be thoroughly versed TS10 and master two camera operation. No amateurs, no school graduates. Commensurate salary, good living conditions, topnotch equipment to work with. Write Box 350A, B•T.

Television director doubling in announcing. Experience necessary. Send details WOKY-TV, Milwaukee, Wisconsin.

Situations Wanted

Managerial

Owners—your eastern station in the black on your terms. Two man, multiple purpose, management-operations team. Full data to Box 215A, B•T.

Profits? I'll make them. Low overhead specialist. 16 broadcast years. 7 years management. Box 250A, B•T.

Past controlling interest owner of successful station available as station manager. Run stations to make money, do large portion of selling. I sell for renewals, I cultivate close relations with clients. (31) years, married, (4) children, college, first ticket, member of Lions, Chamber of Commerce, Junior Chamber of Commerce, American Legion, native of south, desire station in south. Not afraid of competition. Available for personal interview. Box 262A, B•T.

General manager desires position with greater opportunity. Five years experience in secondary market. Not a floater, but young and aggressive. Excellent references. Box 299A, B•T.

Manager-salesmanager. 20 years constructive radio and television background. Presently employed as sales manager for a tv station. Can manage your station successfully and economically. Strong on sales. Sober and reliable family man seeking relocation. Box 329A, B•T.

Manager/commercial manager. Outstanding record in metropolitan area. Wants to settle in single station area. Excellent background, long experience, mature. Tops in sales, programming, public service. Married, settled. Salary, plus percentage. Available immediately. Box 344A, B•T.

Salesmen

Ten years experience. Presently employed 5 kw. University graduate, veteran, single, radio-minded, prefer midwest. Like to work, available if guarantee salary is right. Selling renewals, holding large accounts on station in tough market despite adverse engineering conditions. Box 323A, B•T.

Top calibre, aggressive salesman. Employed medium market selling both radio and tv. University graduate, eight years sales, production and announcing. Desire contact solid metropolitan operation. Box 306A, B•T.

Announcers

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 183A, B•T.

Experienced announcer desires to further career. Experience includes news, commercials, DJ, staff. References, tapes. Box 290A, B•T.

Almost 18. Month experience. Prefer far west, California if possible. Box 291A, B•T.

Announcer. Three years' staff experience all phases. Personality DJ, authoritative news. Presently employed major market midsouth network affiliate. Seeks northeast city over 100,000. Veteran, 25, college graduate. Box 293A, B•T.

Announcer-newscaster-salesman. 10 years experience top stations. Age 34. Box 297A, B•T.

Can you use topflight news and commercial announcer? 9 years experience. Best references. Box 298A, B•T.

Presently employed. Desire change. Announcer-producer-director. Also write copy. Network experience. Am-tv. Best references, tape and details upon request. Box 308A, B•T.

Announcer, single, 5 years experience all phases radio. Prefer south. Box 310A, B•T.

Experienced announcer—Four years of commercial work. AFRS writer. With some little theter experience, I'm ready for tv if you are. Prefer east. Illness knocked me out for two months. Salary not prime requisite. News my specialty. Hillbilly DJ in Virginia and pop man in West Virginia and Michigan. Box 313A, B•T.

Announcer-copywriter with car. Heavy independent station experience. Have done play-by-play football. Box 315A, B•T.

Announcer-engineer third class. Inexperienced but good potential for small southern California station. Box 319A, B•T.

Situations Wanted—(Cont'd)

Personality DJ, fast ad-lib, special events, three years experience, first phone, musician, desires New York or Pa. Box 322A, B•T.

At large! Man of many records! Poses as one of nation's top deejays. Guilty of entering many homes and stealing attention. Culprit loves money and large metropolitan areas and has habit of selling sponsor's product. Alarm broadcast for 12 years. Face also familiar on tv. Zaney personality but shrewd and clever. Successful jobs pulled in New York City-California-Miami and other states. Tape recording available of work made by private detective. Big reward to party that catches. Contact authorities: Box 332A, B•T.

DJ sportsman with feet on ground. Short on experience but plenty of enthusiasm and knowhow. Dependable. Work any location, prefer southwest. Disc and resume on request. Box 333A, B•T.

Newscaster-announcer, DJ (combo). Sincere, mature voice with enthusiasm and conviction. Prefer progressive solid station in southern Michigan market. Box 334A, B•T.

One year experience. Young, dependable, ambitious. Did all-round announcing-Canal Zone, play-by-play-stage experience. Wants start. Now on west coast. Box 335A, B•T.

Country DJ, experienced musician. Can do staff. Nothing small, please. Box 352A, B•T.

Announcer-newscaster. Authoritative delivery. Enthusiastic commercials. Can write, edit. College graduate, 29. Background, disc available. Box 353A, B•T.

Sportscaster. Available end of football season. Play-by-play football, baseball, basketball. Tape, resumé, references. Four years, including news, special events. Married, 27, one child. Box 355A, B•T.

Air salesman. Good voice, Personality, experience. Dependable, sober, congenial. Engineer's license. Time sales experience. Car. Box 357A, B•T.

Strong on news, broad radio background, administrative experience, first class license, married. Box 361A, B•T.

Copy-announcer. Versatile, news, commercials, DJ, control board, reliable, married veteran. Graduate radio school, light experience. Tape or disc on request. Box 365A, B•T.

Dj, news, sports, strong commercials, control board. Ambitious and conscientious, single, veteran, free to travel, tape and resumé upon request. Box 366A, B•T.

Commercials, news DJ, versatile, conscientious and ambitious. Single, veteran, free to travel. Tape and resume upon request. Joseph Fletcher, 433 Nepperhan Ave., Yonkers, New York.

Versatile announcer, board operator. Small station experience. Brad Harris, 331 Alabama Avenue, Brooklyn 7, New York.

Available. Selling voice, 2½ years experience. Understanding in news, views, and chats. Writes, edits news. Board experience. School grad. Leif LeRoy Brush, 1020 Lawrence, Chicago, Illinois.

Well experienced, excellent. Single, Immediately. Len Osborne, 623 Cornell, Lorain, Ohio. Phone 66971.

Announcer, veteran. Some experience, high capabilities. Strong news, selling, pop music. Tape and data on request. John Steger, 119-10 235th Street, Cambria Heights, Long Island 11, New York, LAurelton 8-6515.

Young, versatile. Limited experience. Disc Jockey, news, good clear voice. Gil Stenson, 530 East 156th St., Bronx 55, New York.

Announcer strong on DJ, single, draft exempt. Limited experience. Tape on request. Paul Valen, 1829 Washington Avenue, Bronx 57, New York.

Announcer-program director wants job with future. Six years experience. Age 27. Write or call John Vroman, 120 West 2nd, Frankfort, Kentucky.

Announcer-engineer. First license, good commercial delivery, good voice, experienced. Minimum $75.00. Box 315, Rushville, Nebraska or phone 286-J.

(Continued on next page)

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Situations Wanted—(Cont'd)

Technical

Technician—first class license, experience studio, transmitter, remotes, recordings. Box 292A, B•T.

First class licensed engineer, employed; but would make change. 51 years old. One year experience. Radio background. Box 301A, B•T.

Engineer, first phone, 31, reliable. Considerable studio and transmitter experience. Seeking employment within 250 miles of N.Y.C. State salary, please. Box 314A, B•T.

First phone. In or near New York City. Box 320A, B•T.

Combination man, first phone, plenty experience. Remotes, boxing, morning shows, programming, copy, and repair equipment. Excellent references, available immediately. Western states. Box 343A, B•T.

First class ticket. Four years experience radio broadcasting. Desire office Mississippi stations. Available now, write Box 345A, B•T.

Announcer-engineer. Experienced air salesman. Conscientious, dependable, sober. Good voice. Congenial personality. Can write. Car. Box 358A, B•T.

Tv, am or fm—no combo. First phone. 3 years, am and fm, single. Prefer Calif. or Texas. J. K. Kendall, 4314 Arlington, Los Angeles, Calif.

Combination man. 7 years experience all phases including chief engineer. Commercials, news, play-by-play. Steady, dependable, veteran, family man requires good salary, permanent position. Arkansas, Texas, Louisiana, Oklahoma. Available November 7. P. O. Box 4003, Shawnee, Oklahoma.

Production-Programming, Others

News director, radio-tv 10 years experience, now midwest, wishes to relocate east. Box 210A, B•T.

Program production executive, capably creating successful commercial cooperative presentations inexpensively. Exceptional references, experience, background, scrapbook. Box 246A, B•T.

Experienced radio-tv newsman wants opportunity with stable, news-minded operation. Degree. Vet, married. Write Box 302A, B•T.

PD-announcer. Accent on programming. Married, vet, car. 4 years announcing, two programming. Prefer northeastern metropolitan market. Personal interview. Box 307A, B•T.

Writer—Young woman with metropolitan New York experience. Commercial copy, continuity, sales promotion, music supervisory positions as editor and program director. College graduate. Box 311A, B•T.

I'm young, hard working, draft exempt, experienced copywriter. Want right opportunity. Box 312A, B•T.

Girl experienced in air work and copy, 50 kw station, desires change. Box 326A, B•T.

Copy, news, continuity writing, production; young man, 24, experience free lance writing, editing; MA. Box 338A, B•T.

Newscaster with understandable, authoritative presentation; can handle administration and programming. Box 362A, B•T.

Experienced "Girl Friday": servicing accounts, traffic, continuity, programming, woman's director, singer, pianist, lady disc jockey, special events. Grace Lookhoff, Sunrise, North, Twin Falls, Idaho.

Television

Managerial

Managerial position wanted. 11 years experience in all phases of radio and tv. Experienced in putting new tv outlet on the air. Salary and commission. Presently employed in midwest. Box 305A, B•T.

Tv station manager available. #2 man in successful vhf seeks new opportunity permanent basis. Fully qualified for top position tv station on air or about to begin operations. 13 years experience engineering, programming, film buying, sales, promotion. National and station references. Presently employed. Box 317A, B•T.

Situations Wanted—(Cont'd)

Tv merger makes relocation advisable for top reference, economy-minded, nationally respected manager. Will welcome opportunity to discuss your present or future needs and my qualifications. Not above accepting lesser capacity with good associates. Twenty year successful broadcasting background. Box 331A, B•T.

Production-Programming, Others

Program production executive, capably creating successful commercial cooperative presentations inexpensively. Exceptional references, experience, background, scrapbook. Box 246A, B•T.

Tv director-supervisor, 33, with 3 years tv and 4 years radio, desires change to more progressive station. Box 256A, B•T.

Experienced newscaster. Four years as producer-director and on-camera with NBC affiliate. Seeking bright opportunity. Box 309A, B•T.

Program assistant, education: University program-production, complete coverage on close circuit (NY). Experience: two years affiliated with established midwest station, production staff, 28 years, single. Box 354A, B•T.

Diversified broadcasting and communications background, member of Federal Communications Bar Association, available for position as news director and assistant to owner. Box 363A, B•T.

For Sale

Stations

Midwest, 5,000 watt, fulltime; good money maker, sound investment. Excellent assets, well equipped. Priced less than you could replace physical plant for. Large amount of unfulfilled advertising contracts. Station definitely in the black, but priced for immediate sale. If you're ready to make a deal in a hurry, contact Box 199A, B•T. Terms available.

Third of new 1000 watter. Reasonable. East coast. Ideal for work-ownership. Doing well. Owner, Box 275A, B•T.

Northeast 250 watt net affiliate, ideal for ownership-operation. Other interests of present owners necessitates sale. Owner, Box 325A, B•T.

Rocky Mountain. 250 W. Good area. Billing $48,000. Price $34,000. Box 350A, B•T.

1 kw daylight, best section Georgia, now off air, reorganization, bargain $25,000, half cash. WMOC, Covington, Georgia.

Our new list of excellent buys is now ready. You must write for your free copy today. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

Equipment, etc.

Recording equipment: Four RCA 73B recording lathes with complete auxiliary equipment consisting of four Presto 92A recording amplifiers, two RCA BA4C monitor amplifiers, two Weston UU meters, attenuators, jacks, coils, pads, etc., plus spare replacement parts. Write Box 201A, B•T.

One RCA type TF3A, MI-19021 diplexer now adjusted for use on channel 3. Input 72 ohms, output 51½ ohms, maximum power 50 kw. Write Box 321A, B•T.

Truscon, self-supporting tower, model H-30, 270 feet, dismantled am-uhf-tv with lights ready for shipment. Best offer. WOKY-TV, Milwaukee, Wisconsin.

Complete Gates 250 watt station equipment, all new delivered from factory October 23rd. Transmitter, frequency and modulation monitors, turntables, remote equipment, studio warning lights and console. Will sell all or part. All equipment in original crates, never unpacked. Write, phone or wire Nathan Frank, Henderson, N. C.

For television studio lighting one major four unit dimmer board with switching unit. Sixteen 1000 watt dimmers. Original cost $6000. Like new $3750. H & E Balaban Corp., 190 N. State, Chicago, Illinois.

Bell-Howell 70 D. L. camera with turret, 1" lens, 400 ft. magazine, synchronomous motor. Brand new, never been used. Bargain. Central Telefilms, 810 North Sheridan, Peoria, Illinois.

Writers, speakers! Handy classified directory, 6,000 quips; $3.00. Cream of Wit, Sebring, Fla.

For Sale—(Cont'd)

Call letter specialties. Anything you want! Big Xmas special—ties, $2.00. RE-TEL, Box 770, Huntsville, Alabama.

Wanted to Buy

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 45.X, B•T.

Dramatized transcribed kiddies stories, not over eight minutes long to incorporate in local show. Box 304A, B•T.

Monoscope or other device for transmitting test patterns. Will buy or pay good rental for two weeks use. J. B. Fuqua, WJBF, Augusta, Georgia.

Andrew 8 Bay Multi-V fm antenna—unmounted. Dixie Network, Jackson, Tenn.

Television film wanted for distribution or outright sale. Libraries, shorts, features, musicals, dramas, travelogs or old pictures on 16mm. only. Write, Wire or phone Palmetto Broadcasting System. Phone LD-14, Anderson, S. C. Producers of Uncle Remus features.

Used, factory built 10 kilowatt transmitter. Send price and complete information to Grant Wrathall, Aptos, California.

Miscellaneous

Quotation wanted . . . Wincharger tower type =300, 340 ft. Have 170 ft. erected and lighted at present. Want bid on erecting rest and repairing entire structure. J. B. Crawley, Chief Engineer, WLCK, Campbellsville, Ky.

FCC licenses quickly by correspondence. Also new 8-weeks resident class begins November 1. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

There's always an opening for qualified radio personnel in one of Oklahoma's 46 Radio Stations. One contact covers the state. Apply to—Guy Farnsworth, KCRC, Enid, Okla., Secretary, Oklahoma Broadcasters Association.

Announcer

COMBINATION MAN

Needed at once, engineer-announcer with first class license. Strong on announcing, car, vet or draft exempt, tape, references and photo. Desire person interested in permanent position. Contact Manager or Chief Engineer, WCSI, Columbus, Ind. 2-1123 or 3397.

Technical

CHIEF ENGINEER for directional and non-directional array. Reliable, experienced man. Permanent position with solid future. Minimum announcing desired but not mandatory. Immediate opening. Contact N. C. Haagenson, Manager, KGDE, Fergus Falls, Minnesota.

Production-Programming, Others

CONTINUITY WRITER

A seasoned, all-round writer for radio and television by major midwest network affiliate. Send complete details to Box 218A, B•T.

Help Wanted—(Cont'd)

Television

TV JOBS IN FLORIDA

If you are interested in positions as directors, cameramen, announcers, writers, studio and transmitter technicians, film editor, news writers and photographers, set designers, artists and traffic managers; send complete background, salary and photograph in first letter to Box 819X, B•T.

TV PERSONNEL FOR BIG STATION

We have excellent prospects of going on the air in not too distant future. We are interested in applications from experienced personnel on all levels from assistant manager, program manager, sales manager on to directors, cameraman, technicians, etc.

If you are interested in a connection with a big station, get your application in now. All information please, including salary expectation. Your application held in strictest confidence. Box 336A, B•T.

Situations Wanted

Announcers

TOP POP DJ

(am-tv)

Now in medium size market, seeks opportunity in larger market. East preferred. Brochure and tape on request. Write to Box 339A, B•T.

Television

Managerial

GENERAL MANAGER

7 years all phases of tv. Put successful tv station on air. Excellent record and references. Write Box 324, B•T.

For Sale

Equipment, etc.

EQUIPMENT FOR SALE

Priced to sell, all good-to-excellent condition. Federal 10 kw fm transmitter and Collins 8 Bay side mount antenna for 93.7 MC. Approximately 300' Andrew 3⅛ coax with miscellaneous hardware and RCA BAF14A am-fm isocoupler. Gates and Collins console. Collins limiter. Miscellaneous racks, patch panels and cord, line equalizers and turntables. Box 900X, B•T.

FOR SALE

at substantial reduction all new and original packing cases:

- **1 PE-5-A GE film camera chain**
- **1 PF-3-C GE slide projector and accessories**
- **1 Zoomar Lens**
- **1 FD-2-B Mike boom and perambulator**

These and several smaller items also for sale are excess equipment acquired when we took over equipment contract of another tv station. WENS, Oliver Building, Pittsburgh 22, Pennsylvania.

For Sale—(Cont'd)

EQUIPMENT FOR SALE

1 RCA type 250 K transmitter. 190 foot Wincharger type 101 tower, complete with CAA, A-3 lighting, Andrew type 49 antenna tuning unit and miscellaneous equipment. For further details, write or call Clyde J. Burdette, Chief Engineer, WORD, Spartanburg, S. C.

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cision looking toward grant of the application of Anthony Wayne Broadcasting for construction permit for a new tv station in Fort Wayne, Ind., to operate on ch. 69; enginering condition (Docket 10425; BPCT-1400), and denial of the competing application of Radio Fort Wayne, Inc. (WANE). Action Oct. 28.

Muskegon, Mich.—New Tv, uhf ch. 35. FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward (1) denying a protest of Music Broadcasting Co. (WGRD) Grand Rapids Mich., directed against the grant of the application of Versluis Radio and Television Inc., for construction permit for new tv station in Muskegon, Mich., on ch. 35 and application for modification of construction permit to specify use of a directional antenna (2) granting application for modification of permit; and (3) confirming grant of construction permit as amended. Action Oct. 23.

OTHER ACTIONS

San Bernardino, Calif.—New Tv, uhf ch. 30. The Commission announced order staying the effective date of hearing examiner's initial decision which looked toward grant of the application of Orange Belt Telecasters for construction permit for new tv station on ch. 30, pending review. Action Oct. 23.

Danville, Ill.—New Am, 980 kc. The Commission announced memorandum opinion and order denying petition for rehearing filed by WCFL Chicago, Ill., directed against the Commission's Decision granting application of Vermillion Broadcasting Corp. for construction permit for a new am station in Danville on 980 kc, 1 kw, unlimited, directional night. Action Oct. 21.

South Bend, Notre Dame, Ind.—Uhf ch. 46 contest. The Commission announced order granting request by Michiana Telecasting Corp. for deletion of hearing issues with respect to its financial and technical qualifications, and denying a request by South Bend Broadcasting Corp. that the Commission retain those issues and add an issue with respect to the legal qualifications of Michiana in the proceeding involving South Bend and Michiana applications for new tv stations in South Bend, Ind., and Notre Dame, Ind., respectively, on ch. 46. Action Oct. 21.

Evansville, Ind.—Vhf ch. 7 contest. The Commission announced memorandum opinion and order denying petition filed by South Central Broadcasting Corp. (WIKY) for review and reversal of hearing examiner's ruling which denied petitioner leave to amend its application so as to increase by $28,814.76 the amount of money proposed to be spent for studio technical equipment in connection with application for a new tv station which is in consolidated hearing in the Evansville, Ind., ch. 7 proceedings. Action Oct. 21.

Hattiesburg, Miss.—Hattiesburg Tv Corp. FCC designated for hearing application for new tv station on vhf ch. 9. Action Oct. 28.

Durham, N. C.—New Tv, uhf ch. 46. The Commission announced memorandum opinion and order denying a petition filed by Public Information Corp. (WSSB) for reconsideration of Commission Decision granting application of T. E. Allen & Sons Inc., for construction permit for a new tv station on ch. 46. Commissioner Hennock dissented. Action Oct. 23.

Providence, R. I.—Cherry & Webb Bcstg. Co., Ch. 16 or R. I. Inc. FCC by memorandum opinion and order, designated for hearing applications of Cherry & Webb involving CP for new tv station on ch. 12 and STA for interim operation; placed burden of proof on protestant Ch. 16 of Rhode Island Inc. and made Chief of Broadcast Bureau party to proceeding; scheduled hearing to start on Nov. 18 before an examiner on issues 1 to 5 inclusive, on which he will issue initial decision setting forth findings and certify the record to the Commission; at a time to be designated later, Commission en banc will hear oral argument on any exceptions filed to examiner's findings and, in addition, will hear argument on issue 6; subsequent to such oral argument the Commission will issue a final decision. Comr. Doerffer dissented. (On Oct. 16, 1953 the Commission, on protest of Ch. 16 of Rhode Island Inc., stayed the effective date of its grants to Cherry & Webb.) Action Oct. 28.

Clinton, S. C.—Clinton Radio Advertising Co. FCC by order dismissed without prejudice for lack of prosecution application for new am station on 660 kc, 500 w daytime. Action Oct. 28.

Spur, Tex.—Marshall Formby. FCC Comr. Frieda B. Hennock granted petition for dismissal without prejudice of its application for new am station on 1260 kc, 250 w daytime. Granted Oct. 28.

Slaton, Lubbock, Tex.—FCC Comr. Frieda B. Hennock granted petition of South Plains Bcstrs. for dismissal without prejudice of its application for new am station on 1340 kc, 250 w unlimited and retained in hearing application of Texas Telecasting Inc. for same facilities in Lubbock. Granted Oct. 28.

Tv Allocations—In view of counter-proposal filed by WEBC Duluth, Minn., the Commission adopted Notice of Further Proposed Rule Making to assign ch. 10 to Duluth, and ch. 13 to Buhl, Minn., and to delete chs. 32 from Superior, Wis., 10 from both Hibbing, Minn., and Hancock, Mich., and 26 from Virginia, Minn.; and extended the time for filing comments in these proceedings to Nov. 2, 1953 and replies thereto to Nov. 12, 1953. Action Oct. 21.

Tv Allocations—By report and order, the Commission finalized rule making and amended its table of tv assignments, effective immediately, by adding ch. 3 minus to Wilmington, N. C., and ch. 4 to Fayetteville, W. Va., and changing the offset carrier requirements on these channels to plus at Savannah, Ga., and Chapel Hill, N. C., respectively. At the same time, the Commission denied petitions of High Point Enterprises Inc., to assign ch. 6 to High Point, N. C., by deleting that channel from Wilmington, N. C., and Beckley, W. Va., and substituting therefor chs. 3 and 4, respectively, and of the Daily Telegraph Printing Co. (WHIS) to assign ch. 6 to Bluefield, W. Va., by deleting that channel from Beckley, W. Va., and substituting ch. 4 therefor; also denied requests for change in zone lines. Action Oct. 22.

Price, Utah—Carbon Emery Bcstg. Co. On protest filed by KJAM Vernal, Utah, FCC postponed effective date of CP granted Carbon Emery for new am station on 1340 kc, 250 w unlimited. Action Oct. 28.

Petersburg, Va.—New Tv vhf ch. 8 contest. FCC designated for consolidated hearing competetive applications of Petersburg Tv Corp. and WSSV for vhf ch. 8 in Washington on Nov. 27. Action Oct. 28.

Washington, D. C.—The Commission announced order denying petition filed by WOOK Washington, D. C., for reconsideration of Commission order of August 1, 1951 retaining in hearing status the application for authority to establish and operate nighttime hours only a synchronous amplifier at 5321 First St., N. E., Washington, D. C. Action Oct. 21.

Routine Roundup . . .

October 21 Decisions

ACTION ON MOTIONS

By Commissioner John C. Doerfer

Woodruff Inc., Portsmouth, Ohio—Referred to full commission for action petition to dismiss its application for CP for new tv station on ch. 30 in Portsmouth (Docket 10440; BPCT-1430).

WMPS Memphis, Tenn., WMPS Inc.—Petition for leave to intervene in proceeding re application of Radio St. Louis Inc. (KSTL), St. Louis, Mo. (Docket 10700; BP-8381), was denied without prejudice to refiling of second such pleading by petitioner when it can be supported in accordance with requirements of Sec. 1.388(a) of rules.

Tri-Cities Telecasting Inc., Canton, Ohio — Granted petition for extension of time for filing

oppositions to petition for review of examiner's ruling filed by The Brush-Moore Newspapers Inc. on Oct. 2, 1953, until seven days after examiner has passed upon Brush-Moore petition for leave to amend filed Oct. 5, 1953 (Docket 10606; BPCT-1738 et al).

By Commission En Banc

McFarland Letter

Central City-Greenville Bcstg. Co., Central City, Ky.; Muhlenberg-Ohio-McLean Bcstrs., Central City, Ky.—Are being advised that applications (BP-8951 and BP-8789) for new am stations to operate on 1380 kc, 500 w-D, indicate necessity of hearing.

Delaware Valley Bcstg. Corp., Morrisville, Pa.; Mercer Bcstg. Co., Trenton, N. J.; Drew J. T. O'Keefe, Jack J. Dash and William F. Waterbury, Levittown-Fairless Hills, Pa.—Are being advised that applications (BP-8799; BP-8714; BP-8964) for new am stations to operate on 1490 kc, 250 w, unl., indicate necessity of a hearing.

Rollins Bcstg. Inc., Jacksonville, Fla.—Is being advised that application (BP-8760) for new am station to operate on 1580 kc, 50 kw-D, indicates necessity of hearing.

Action Withheld

WMEX Boston, Mass., The Northern Corp.—Is being advised that action on application (BP-8771) to change power from 5 kw, DA-1 unl. to 5 kw-N, 10 kw-LS, DA-2, unl., on 1510 kc, will be withheld pending conclusion of Daytime Skywave proceeding (Docket 8333).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

WNJR Newark, N. J.; WEPM-FM Martinsburg, W. Va.; KIEM Eureka, Calif.; KJCK Junction City, Kan.; KXOA Sacramento, Calif.; WACA Camden, S. C.; WBEL Beloit, Wis.; WBRY & Aux. Waterbury, Conn.; WGRY Gary, Ind.; WKWF Key West, Fla.; WOKO & Aux. Albany, N. Y.; KSTN Stockton, Calif.; KTRE Lufkin, Tex.; KXLF Butte, Mont.; WACO Waco, Tex.; WCSC Charleston, S. C.; WDEF & Aux. Chattanooga, Tenn.; WEAM & Aux. Arlington, Va.; WGTC Greenville, N. C.; WMBR & Aux. Jacksonville, Fla.; WWRL & Aux. New York, N. Y.; KCBC Des Moines, Iowa.

October 21 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KHUM Eureka, Calif., Carroll R. Hauser (BR-1417); KMBY Monterey, Calif., The Monterey Radio-Television Co. (BR-870); KNBC San Francisco, NBC (BR-42); KSAN San Francisco, Golden Gate Bcstg. Corp. (BR-41); KIST Santa Barbara, Calif., Radio KIST Inc. (BR-1381); KSPA Santa Paula, Calif., Santa Paula Bcstrs. Inc. (BR-2231).

TENDERED FOR FILING

Special Service Authorization

WNYC New York, City of N. Y. Municipal Bcstg. System—SSA to operate from 10 p.m. EST Nov. 3, 1953, until 6 a.m. Nov. 4, 1953, on present facilities.

October 22 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman

Further hearing conference will be held on Oct. 23, at 10 a.m., in Washington, D. C., re applications of South Central Bcstg. Corp., Evansville Television Inc., On The Air Inc., WFBM Inc., for CPs for new tv stations on ch. 7 in Evansville, Ind. (Docket 10461; BPCT-707 et al).

By Hearing Examiner Claire W. Hardy

Notice is given of conference in proceeding re applications of The Texan Telecasting Co., Plains Empire Bcstg. Co., Panhandle Television Co., for CPs for new tv stations on ch. 7 in Amarillo, Tex. (Docket 10704; BPCT-1410 et al) on Oct. 30, 1953, in Washington, D. C.

By Hearing Examiner H. Gifford Irion

Superior Television Inc., KEYS-TV Inc., K-SIX Television Inc., Corpus Christi, Tex.—In supplemental statement and order continued hearing in this proceeding from Oct. 26 to Nov. 12, 1953, and further amended statement and order of Aug. 6 to include rulings made at conference of Oct. 16, 1953 (Docket 10556; BPCT-1031 et al).

By Hearing Examiner Fanney N. Litvin

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its tv application (Docket 10273; BPCT-949) to show change in legal title to 25% of its stock and to show change of vice president.

By Hearing Examiner Basil P. Cooper

KARM, The George Harm Station, Fresno, Calif.—Granted petition for leave to amend tv application (Docket 10650; BPCT-1061) to show change of construction cost figures, revise certain cost estimates, method of financing and estimated revenue.

October 22 Applications

ACCEPTED FOR FILING

License to Cover CP

KDUZ Hutchinson, Minn., McLeod County Bcstg. Co.—License to cover CP (BP-8418), as mod., which authorized new station (BL-5127).

Modification of CP

Following stations request modification of CP as indicated:

WNXT Portsmouth, Ohio, Portsmouth Bcstg. Co.; WWLP (TV) Agawam, Mass., Springfield Television, 11/1/53; KSWO-TV Lawton, Okla., Okla. Quality Bcstg., 4/23/54; WBRE-TV Wilkes-Barre, Pa., Louis G. Baltimore; KTCO (TV) Ft. Worth, Tex., Tarrant County Television Co., 4/11/54; KNAL-TV Victoria, Tex., KNAL Television Co., 4/26/54; KMO-TV Tacoma, Wash., KMO Inc., 12/24/53.

Remote Control

Following stations request to operate transmitters by remote control:

WGWD Gadsden, Ala., Etowah Bcstrs. (BRC-209); WGRY Gary Ind., WGRY Inc. (BRC-206); KMAN Manhattan, Kan., Manhattan Bcstg. Co. (BRC-205); WJJL Niagara Falls, N. Y., John J. Laux (BRC-204); WDOS Oneonta, N. Y., Ottaway Stations Inc. (BRC-210); KTMC McAlester, Okla., McAlester Bcstg. Co (BRC-203); WVPO Stroudsburg, Pa., Pocono Bcstg. Inc. (BRC-208); KTXN Austin, Tex., Radio KTXN Inc. (BRC-207); WRAP Norfolk, Va., Rollins Bcstg. Inc. (BRC-202).

Renewal of License

Following Stations request renewal of license:

KWKW Pasadena, Calif., Southern Calif. Bcstg. Co. (BR-2050); KUKI Ukiah, Calif., Marguerite E. Sims. (BR-2572).

APPLICATION RETURNED

License to Cover CP

WBAW Barnwell, S. C., Blue Ridge Bcstg. Co.—License to cover CP (BP-8380) as mod., which authorized new station.

October 26 Applications

ACCEPTED FOR FILING

Modification of CP

WNIA Cheektowaga, N. Y., Niagara Bcstg. System—Mod. CP (BP-8766) which authorized new station, for approval of ant., trans. and studio location (BMP-6343).

KSML Seminole, Tex., Marshall Formby—Mod. CP (BP-8542) which authorized new station, for approval of ant., trans. and studio location (BMP-6344).

Following stations request modifications of CP as indicated:

WKAB-TV Mobile, Ala., Pusley Bcstg. Service Inc., 3/1/54; WIND-TV Chicago, WIND Inc., 5/26/54; KHQ-TV Spokane, Wash., KHQ Inc., 2/1/54; WWOL-FM Buffalo, N. Y., Greater Erie Bcstg. Co.

License to Cover CP

KTTS-FM Springfield, Mo., Independent Bcstg. Co.—License to cover CP (BPH-1831) which authorized changes in licensed station (BLH-620).

WTUN (FM) Tampa, Fla., U. of Tampa—License to cover CP (BPED-220) as mod., which authorized new station (BLED-140).

Remote Control

Following stations request to operate transmitters by remote control:

WVLN Olney, Ill., Olney Bcstg. Co. (BRC-216); WDXB Chattanooga, Tenn. (BRC-212); KDNT Denton, Tex., Harwell V. Shepard (BRC-213); WMNE Menomonie, Wis. (BRC-211); WMAS-FM Springfield, Mass., WMAS Inc. (BRCH-59); KDNT-FM Denton, Tex., Harwell V. Shepard (BRCH-58).

October 27 Decisions

BY BROADCAST BUREAU

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WMAS-FM Springfield, Mass.; WVLN Olney, Ill.; KDNT Denton, Tex.; WDXB Chattanooga, Tenn.; WMNE Menomonie, Wis.; WDOS Oneonta, N. Y.; WGWD Gadsden, Ala.; WVPO Stroudsburg, Pa.; KTXN Austin, Tex.; WGRY Gary, Ind.; KMAN Manhattan, Kan.; WJJL Niagara Falls, N. Y.; KTMC McAlester, Okla.; WRAP Rehoboth Beach, Del.; KTIB Thibodaux, La.

Extension of Authority

American Broadcasting - Paramount Theatres Inc., New York, N. Y.—Granted extension of authority to transmit recorded programs from 7 E. 66th St., New York, and other points throughout the United States where licensee maintains studios to all broadcast stations under control of Canadian authorities that may be heard consistently in United States, for period beginning 3 a.m. EST Nov. 9, 1953, provided program has been, is being, or will be broadcast in United States by licensee; construction to commence 11/9/53 and end 11/9/54.

Granted License

WTUN (FM) Tampa, Fla., U. of Tampa—Granted license for noncommercial educational broadcast station: 88.9 mc (ch. 205), 77 kw, ant. antenna 240 ft. (BLED-140).

WISO Ponce, P. R., South Puerto Rico Bcstg. Corp.—Granted license for am broadcast station 1260 kc, 1 kw, unl., condition (BL-5120).

WBTN Bennington, Vt., Catamount Bcstrs. Inc.—Granted license for am broadcast station; 1 kc, 500 w-D (BL-5109).

WJOT Lake City, S. C., Lake Bcstg. Corp.—Granted license for am broadcast station; kc, 1 kw-D (BL-5124).

WFAH Alliance, Ohio, Review Pub. Co.—Granted license for am broadcast station; 1 kw, DA-D, Daytime; condition (BL-5110).

WBAR Bartow, Fla., William Avera Wynn—Granted license for am broadcast station; kc, 1 kw-D (BL-5121).

Granted CP

WAWZ Zarephath, N. J., Pillar of Fire—Granted CP to mount fm antenna on center tower of am array; condition (BP-8858).

WVOS Liberty, N. Y., Sullivan County Bcstg. Corp.—Granted CP to install new transmitter (BP-9049).

Modification of CP

KAIM Honolulu, Hawaii, Christian Bcstg. Assn.—Granted mod. CP to make shift in antenna from roof to a tower adjacent thereto, of same height (BMPH-4860).

KBLP Falfurrias, Tex., Ben L. Parker—Granted mod. CP to change type transmitter (BP-6342).

The following stations were granted mod. CP for extension of completion dates as shown:

KXLF-TV Butte, Mont., to 4/25/54; KMO-TV Tacoma, Wash., to 12/24/53; WINK Fort Myers, Fla., to 2/11/54; WLIB New York, N. Y., to 2/18; WHP-FM Harrisburg, Pa., to 1/11/54.

Actions of October 22

Granted STA

WPTZ (TV) Philadelphia, Pa., Westinghouse Radio Stations Inc.—Granted STA to operate facilities of television broadcast station WPTZ on experimental basis in accordance with Sec. 3.666 of rules under call KG2XDT for transmission of non-standard color television signals for period Oct. 26 through Nov. 25, 1953 (ch. 3).

Modification of CP

KARK-TV Little Rock, Ark., Arkansas Radio & Equipment Co.—Granted mod. CP to change type of antenna and make other equipment changes; antenna 1,650 ft. (BMPCT-1331).

KSWO-TV Lawton, Okla., Oklahoma Quality Bcstg. Co.—Granted mod. CP for extension of completion date to 4/23/54.

Carolina

$60,000.00

Network affiliate. Last year's gross in excess of $80,000.00. Need alert management. Financing available.

Southwest

$145,000.00

1000 watt network facility, earning $50,000.00 annually. Metropolitan market. Financing can be arranged.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

KNAL-TV Victoria, Tex., KNAL Television Co.—Granted mod. CP for extension of completion date to 4/25/54.

Actions of October 21

Modification of CP

KFDX-TV Wichita Falls, Tex., Wichtex Radio & Television Co.—Granted mod. CP for extension of completion date to 11/17/53.

WWLP Agawam, Mass., Springfield Television Bcstg. Corp.—Granted mod. CP for extension of completion date to 1/1/54.

Actions of October 20

Granted License

KROW Oakland, Calif., KROW Inc.—Granted license covering change in trans. location and installation of new trans. (BL-5072).

Modification of CP

WSOK-FM Nashville, Tenn., Nashville Bcstg. Co.—Granted mod. CP to change type trans. (BMPH-4851).

Remote Control

KDNT-FM Denton, Tex., Harwell V. Shepard—Granted authority to operate trans. by remote control.

Modification of CP

WLOU Louisville, Ky., Robert W. Rounsaville—Granted mod. CP to change type trans. (BMP-6338).

KYAK Yakima, Wash., Yakima Bcstg. Corp.—Granted mod. CP to change type trans. and make changes in DA system; conditions (BMP-6280).

WATV (TV) Newark, N. J., Bremer Bcstg. Corp.—Granted mod. CP to change type of antenna (BMPCT-1459). Completion date 3/15/54.

The following were granted mod. CPs for extension of completion dates as shown:

KFXJ-TV Grand Junction, Colo., to 5/22/54; KCSJ-TV Pueblo, Colo., to 12/20/53; KEYT (TV) Santa Barbara, Calif., to 3/27/54.

Actions of October 19

Granted License

WKLF-FM Clanton, Ala., Southeastern Bcstg. Co.—Granted license for fm broadcast station; 100.9 mc, (ch. 265); 370 w, unl.; antenna 302 ft.; condition (BLH-892).

WKPT-FM Kingsport, Tenn., Kingsport Bcstg. Co. Inc.—Granted license for changes in fm broadcast station; 98.5 mc (ch. 253), 10 kw, unl. (BLH-927).

WSGN-FM Birmingham, Ala., Jemison Bcstg. Co.—Granted license for changes in fm station; 93.7 mc (ch. 229), 29 kw, unl. (BLH-926).

WPTS Pittston, Pa., Midway Bcstg. Co. Inc.—Granted license for am broadcast station; 1540 kc, 1 kw-D (BL-5079).

WHAR Clarksburg, W. Va., Mountain State Bcstg. Co.—Granted license covering installation of new antenna (increase height) and move tower 20 feet (BL-5113).

KWRN Reno, Nev., KWRN Inc.—Granted license covering change in frequency; 1230 kc, 250 w, unl. (BL-4997).

Granted CP

WHBT Harriman, Tenn., The Harriman Bcstg. Co.—Granted CP to make changes in antenna system (increase height of tower) (BP-9008) (condition).

WMSL Decatur, Ala., Tennessee Valley Bcstg. Co.—Granted CP to install new trans. (BP-9029).

WJMB Brookhaven, Miss., Brookhaven Bcstg. Co.—Granted CP to install new trans. (BP-9013).

Modification of CP

WPRY Perry, Fla., Palatka Bcstg. Co.—Granted mod. CP for approval of antenna, trans. and studio location; condition (BMP-6324).

WTLS Tallassee, Ala., Tallassee Bcstg. Co.—Granted mod. CP for approval of antenna, trans. and studio location; condition (BMP-6325).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Granted mod. CP for extension of completion date to 12/27/53.

WTVE (TV) Elmira, N. Y., Elmira Television—Granted mod. CP for extension of completion date to 5/19/54.

October 27 Applications

ACCEPTED FOR FILING

Modification of CP

Following stations request mod. CP's as indicated:

WGOV-TV Nr. Valdosta, Ga., WGOV-TV Inc., 4/30/54; KTYL-TV Nr. Mesa, Ariz., Harkins Bcstg. Inc., 5/19/54; KWIK-TV Pocatello, Idaho, Eastern Idaho Bcstg. & Tv Co., 4/25/54; WSIL-TV Harrisburg, Ill., Turner-Farrar Assn., 5/11/54; WNES (TV) Indianapolis, Ind., Empire Coil Co., 4/25/54; WWJ-TV Detroit, The Evening News Assn., 5/20/54; KXLF-TV Butte, Mont., Television Montana, 4/25/54; KIMA-TV Yakima, Wash., Cascade Bcstg. Co., 1/20/54.

HOWARD E. STARK

Brokers and Financial Consultants

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New York 22, N. Y. ELdorado 5-0405

License to Cover CP

WFBE (TV) Flint, Mich., Flint Board of Education—License to cover CP (BPH-1815) which authorized change in fm commercial band (BLH-929).

Special Service Authorization

WNYC New York, City of N. Y. Municipal Bcstg. System—Special Services Authorization to operate additional time from 10 p.m. EST Nov. 3 until 6 a.m. Nov. 4, 1953, as necessary, using directional ant. designed therefore (BSSA-280).

Renewal of License

Following stations request renewal of license: KROP Brawley, Calif., William B. Ross, amended to change name of Fred E. Carr (BR-1247); WOW Omaha, Neb., Meredith WOW Inc. (BR-686).

APPLICATIONS RETURNED

CP for Am

Sherwood J. Tarlow, Newburyport, Mass.—CP for new am to be operated on 1340 kc with power of 250 w and unl. hours of operation.

Transfers of Control

WPBC Minneapolis, People's Bcstg. Co.—Voluntary acquisition of positive control of licensee corp. by William V. Stewart through purchase of 334 shares of stock from Arthur J. Eaton.

Modification of CP

WBTL Emporium, Pa., Bucktail Bcstg. Corp.—Mod. CP (BP-8247) which authorized new station, for approval of ant., trans. and studio location.

October 28 Decisions

BY COMMISSION EN BANC

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KMYR Denver, Colo.; KOA-AM-FM Denver, Colo.; WUOM Ann Arbor, Mich.; WJQS Jackson, Miss.; WMBC Macon, Miss.; KWON Bartlesville, Okla.; KUSC Los Angeles, Calif.; KAST Astoria, Ore.; KATL Houston, Tex.; KBOP Pleasanton, Tex.; KERN Bakersfield, Calif.; KTRI Sioux City, Iowa; KWYO Sheridan, Wyo.; WBCU Union, S. C.; WLEE Richmond, Va.; WMMW Meridan, Conn.; WNAV Annapolis, Md.; WPGW Portland, Ind.; WSPC Anniston, Ala.; KLMS Lincoln, Neb.; KVON Napa, Calif.; WBGR Jesup, Ga.; KASH Eugene, Ore.; KGNO & Aux., Dodge City, Kan.

McFarland Letter

KLIF-TV Dallas, Tex., Trinity Bcstg. Corp.—Is being advised that its application (BMPCT-1458) for additional time to construct tv station cannot be granted on basis of current information; applicant is afforded opportunity to reply (ch. 29).

ACTIONS ON MOTIONS

By Commissioner Frieda B. Hennock

The Brush-Moore Newspapers Inc.; Tri-Cities Telecasting Inc., Canton, Ohio—Granted joint petition for extension of time to file petition for review of hearing examiner's denial of petition for leave to amend tv application and for extension of time to file opposition to petition for review of examiner's ruling; time extended to period seven days after examiner has acted upon Brush-Moore petition for leave to amend (Docket 10272; BPCT-264 et al).

Chief, Broadcast Bureau—Granted petition for extension of time to Nov. 5, 1953, to file opposition to motion of Times-World Corp., Roanoke, Va., to clarify and enlarge issues (Docket 10655; BPCT-1056 et al).

By Hearing Examiner J. D. Bond

Times-World Corp.; Radio Roanoke Inc., Roanoke, Va.—In order after partial hearing conference recited action and rulings taken at hearing conferences held on Oct. 7 and 15, 1953, which shall control subsequent course of hearing in this proceeding provided that requests for clarification or modification of this order may be informally presented on record at further conference which will be held Nov. 19, 1953, and rulings thereon will be made and stated in order to be entered after completion of hearing conference procedure (Docket 10655; BPCT-1056) (Docket 10656; BPCT-1743).

By Hearing Examiner William G. Butts

Booth Radio & Television Stations Inc., Woodward Bcstg. Co., Detroit, Mich.—Further hearing conference in this proceeding will be held Oct. 29, 1953, in Washington, D. C. (Docket 10660; BPCT-724) (Docket 10661; BPCT-1418). (Action 10/26).

By Hearing Examiner Annie Neal Huntting

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted petition for leave to amend its tv application to specify different trans. and to give information with respect thereto (Docket 10526; BPCT-f124) (Action 10/23). Granted motion for change in dates for filing of briefs referred to in statement and order after first hearing conference, dated Sept. 24, 1953, and dates for filing briefs referred to in paragraph 6 of statement and order are changed to Oct. 29 and Nov. 16, 1953, respectively (Action 10/22).

By Hearing Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.—Denied motion of Oct. 20, 1953, to postpone for 30 days hearing in proceeding re its application and that of Red River Bcstg. Co. Inc., Duluth, Minn., in ch. 3 tv proceeding (Docket 10289; BPCT-621) (Docket 10290; BPCT-903).

By Hearing Examiner Claire W. Hardy

Plains Empire Bcstg. Co., Amarillo, Tex.—Granted petition, as amended by supplemental petition, to amend its tv application to show change of Secretary-Treasurer, show changes in financial figures and new ant. site and substitute an amended engineering exhibit with reference to changes and type and location of proposed ant. (Docket 10705; BPCT-1437).

By Hearing Examiner Basil P. Cooper

Perkins Brothers Co., KCOM Bcstg. Co., Sioux City, Iowa—In first order controlling conduct of hearing recited schedule for hearing procedure agreed on at conference, held on Oct. 12, 1953, in this proceeding. After exchange of exhibits and further conference (Nov. 3), points of reliance will be specified in detail in hearing order (Docket 10672; BPCT-688) (Docket 10673; BPCT-854).

October 28 Applications

ACCEPTED FOR FILING

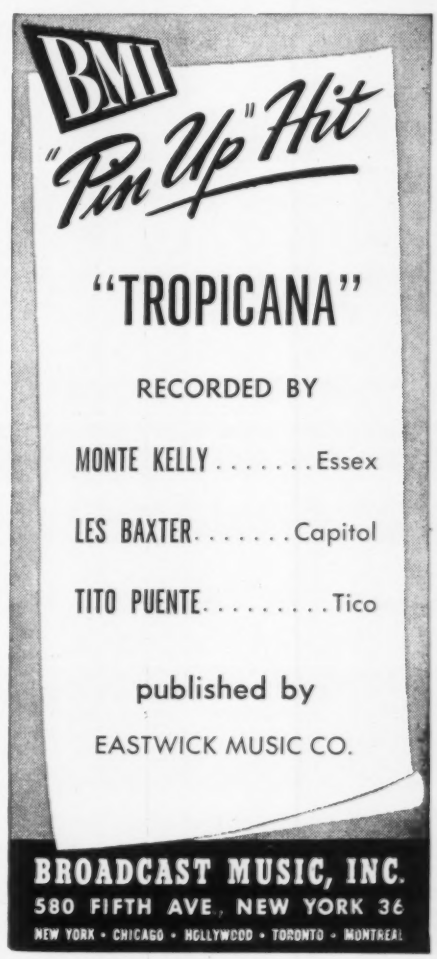
Modification of CP

WOWO Fort Wayne Ind., Westinghouse Radio Stations Inc.—Mod. CP (BP-4019) which authorized increase power, install new trans. and directional ant. for night use and change trans. location, for extension of completion date. (BMP-6346).

WMVP Mount Vernon, Ohio, The Mount Vernon Bcstg. Co.—Mod. CP (BP-8665) which authorized new station, for extension of completion date. (BMP-6347).

Renewal of License

Following stations request renewal of license: KBMX Coalinga, Calif., Pleasant Valley Radio Co. (BR-2581); KYOS Merced, Calif., Merced Bcstg. Co. (BR-896); KVOE Santa Ana, Calif., The Voice of the Orange Empire Inc. (BR-47); KEEN San Jose, Calif., United Bcstg. Co. (BR-1602); WLAQ Rome, Ga., News Pub. Co. (BR-1512); KOBK Owatonna, Minn. (BR-2548).



editorials

Godfrey's Gaucherie

ASIDE from coming perilously close to proving that the encyclicals of the CBS publicity department have erred and that Arthur Godfrey is fallible, the contretemps resulting from the dismissal of Julius La Rosa and Archie Bleyer may be dismissed for the trivial incident it was.

It would not in itself deserve further comment if it did not suggest the existence of a widespread and growing problem in television. Unless held under some control by management, the star system may engulf tv.

However massive his billings, Mr. Godfrey is not CBS. He is, in fact, an employe and should be subject to direction by officers whose job is to look after the general welfare of the entire network. Unhappily, in dealing with talent of proven commercial value, executives of all networks have tended to abdicate their own prerogatives of control. Mr. Godfrey is not the only star who has been given a chance to exert excessive influence in network operations.

The talents which enable a television performer to become a star do not ordinarily include financial perspectives reaching beyond his own bank account. A star should be given reasonable authority to oversee the creation and production of his own program, but that authority should not include complete autonomy which, in a number of contemporary cases, makes princelings of performers and untouchable principalities of their shows.

There is a real bite in Fred Allen's remark, as quoted by John Crosby: "I understand Godfrey has given CBS 24 hours to get out."

You Can't Turn Back the Clock

WITH the speed that animates television itself, a new trade association has been conceived and developed in less than a month. The Uhf Television Assn. is functioning full blast from temporary Washington headquarters, emitting letters, telegrams and petitions with a vigor that many an older trade group might envy.

Uhf Assn. was formed by a group of aggressive larger market operators and grantees to protect and promote the interests of those stations whose lot it is to compete with the entrenched vhf telecasters. The vhf's were there first and have the benefit of "circulation" built through vhf-only sets installed since World War II.

Most of the stated objectives of the uhf group are desirable and plausible. They protest delay in the development of medium and high power transmitters. They want all-channel receivers of good quality, along with adequate converters. They want efficient and reasonably-priced conversions. They seek to indoctrinate the networks and buyers of tv time on the virtues of uhf.

But the temptation is to crusade to turn back the tv clock. Already there's evidence of going overboard, like the suggestion that the ultimate objective may be the "deletion" of the vhf band, with all tv to go uhf. That's the kind of poppycock that boomerangs. It's about as simple as abolishing the railroads in favor of bus or aviation travel. It's as foredoomed as the plan of the fm zealots to eliminate am by wishing it away.

In the same negative vein is the effort to block the licensing of new vhf stations. That's tilting with windmills, because the FCC is under mandate to move forward, without regard to the consequences of competition.

There isn't a uhf broadcaster today who wouldn't swap for a vhf assignment. Later, when full-power is available and full-spectrum receivers are in general vogue, the story could be different. Evidence of this is found in the am parallel. It wasn't too long ago that any broadcast assignment above 1,000 kc was regarded as undesirable. Today they're operating quite well up to 1,600 kc. The daytime independent used to be low-man on the radio totempole. They're now, for the most part, among the elite.

No one knows what the future in tv will bring. Little is known about what full channel occupancy and adjacent channel operation will do, or whether color, as the ultimate service, will work better on uhf or vhf. Already there are many encouraging stories of uhf successes.

The FCC isn't wedded, forevermore, to the existing allocations. Once the "hard core" hearing cases are all under way, it's probable that the vacant channels will be made available for assignment wherever they will work. And once the bloom is off the "reserved" non-commercial educational channels, it's just as likely that they too will be thrown open. They just can't sit there. Existing tv stations will then find opportunities to upgrade to better assignments as has been historic in radio.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Those seven weeks of short hops seem to have left their mark on Dingleblutz."

The Uhf Assn. approach is subject to question for another reason. It creates a class distinction between vhf and uhf. There had been the hope that all would be sold as television—a single type of service.

Television—whether high or low band—is selling itself. The Uhf Assn., now that the die is cast, should exploit circulation and recognition by buyers. There will be success stories aplenty, as there are in all services in radio.

It should be remembered that post-war television is about eight years old; that only 18 months have elapsed since the freeze, and that the first commercial uhf has been on the air just a year.

Eyes, Ears and the Nose for News

THOUGH handicapped by meager funds and, until recently, by the disinterest if not disapproval of many station managers, the Radio & Television News Directors Assn. is developing as a significant professional society.

At its annual convention last week in Washington the association worked commendably hard on a number of important problems. Among them was the one of assuring the growth of the RTNDA. What the RTNDA hopes to become is the radio-television counterpart of the respected American Society of Newspaper Editors.

It is a goal which is perfectly possible of attainment, providing both the news directors and their station managements cooperate. It is up to the editors to make radio and television news more interesting and more complete. It is up to management to select news editors of ability and to let them do their jobs well.

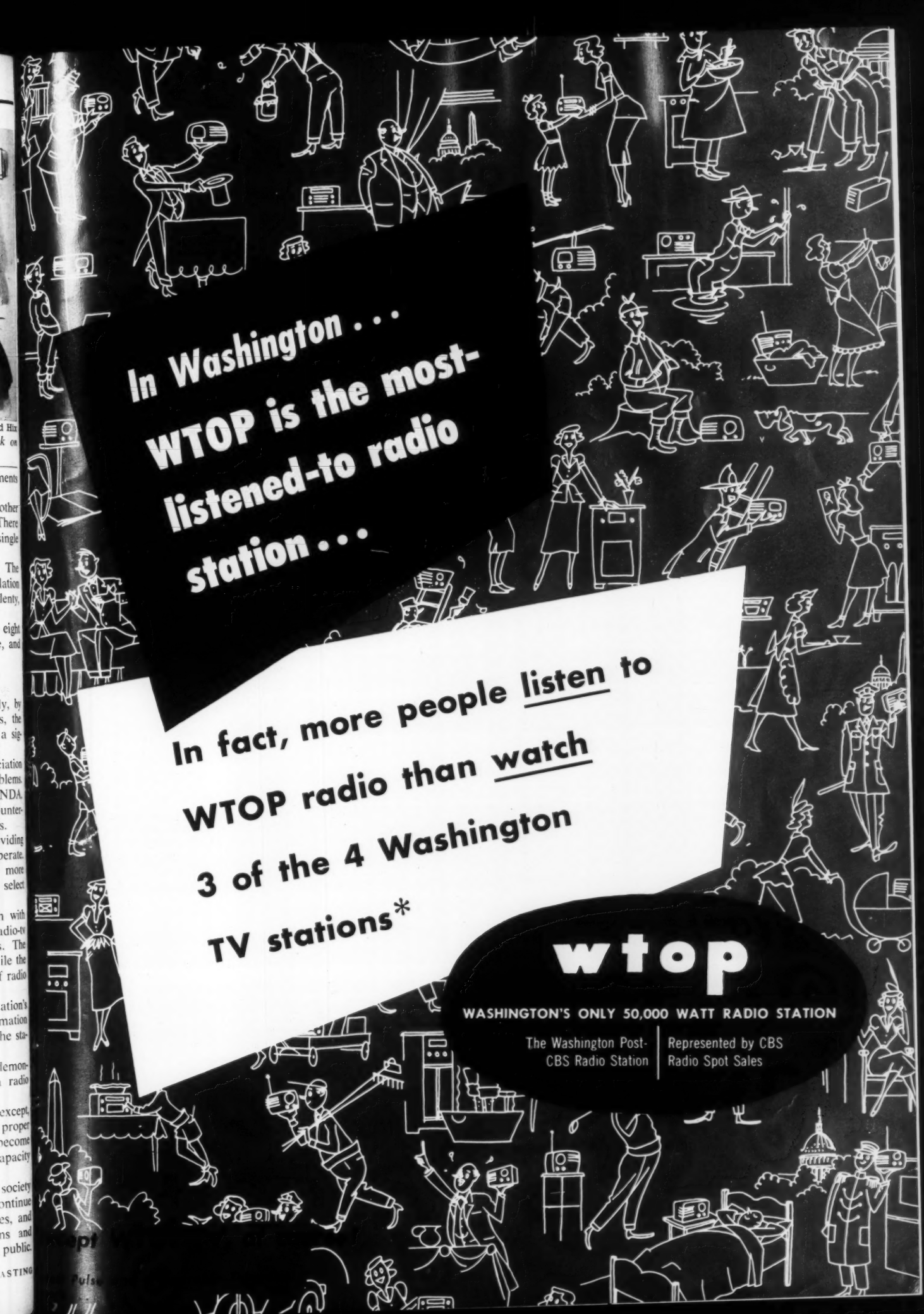
In the main, newspaper editors enjoy a closer association with and higher regard from their bosses, the publishers, than radio-tv news editors enjoy vis-a-vis their bosses, the station managers. The reason is that the newspaper editor runs the whole show, while the news editor is responsible for only part of the total product of radio and television.

Yet that part is probably the most important one, for a station's stature is largely determined by the quality of its information output. To a large extent it is the news editor who shapes the station's editorial character.

The public's reliance on radio news has been repeatedly demonstrated. A well-operated newsroom must remain one of a radio station's greatest assets.

As yet television has not become a primary news media, except, of course, for the live special event at which it excels. With proper encouragement from management, television news should become even more important than radio news. It has the technical capacity to achieve that destiny.

In time, the RTNDA will be recognized as a professional society at least equal in importance to the ASNE—if its members continue to improve their product, which the public already approves, and if management develops full awareness of the obligations and opportunities which radio and television have to inform the public.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